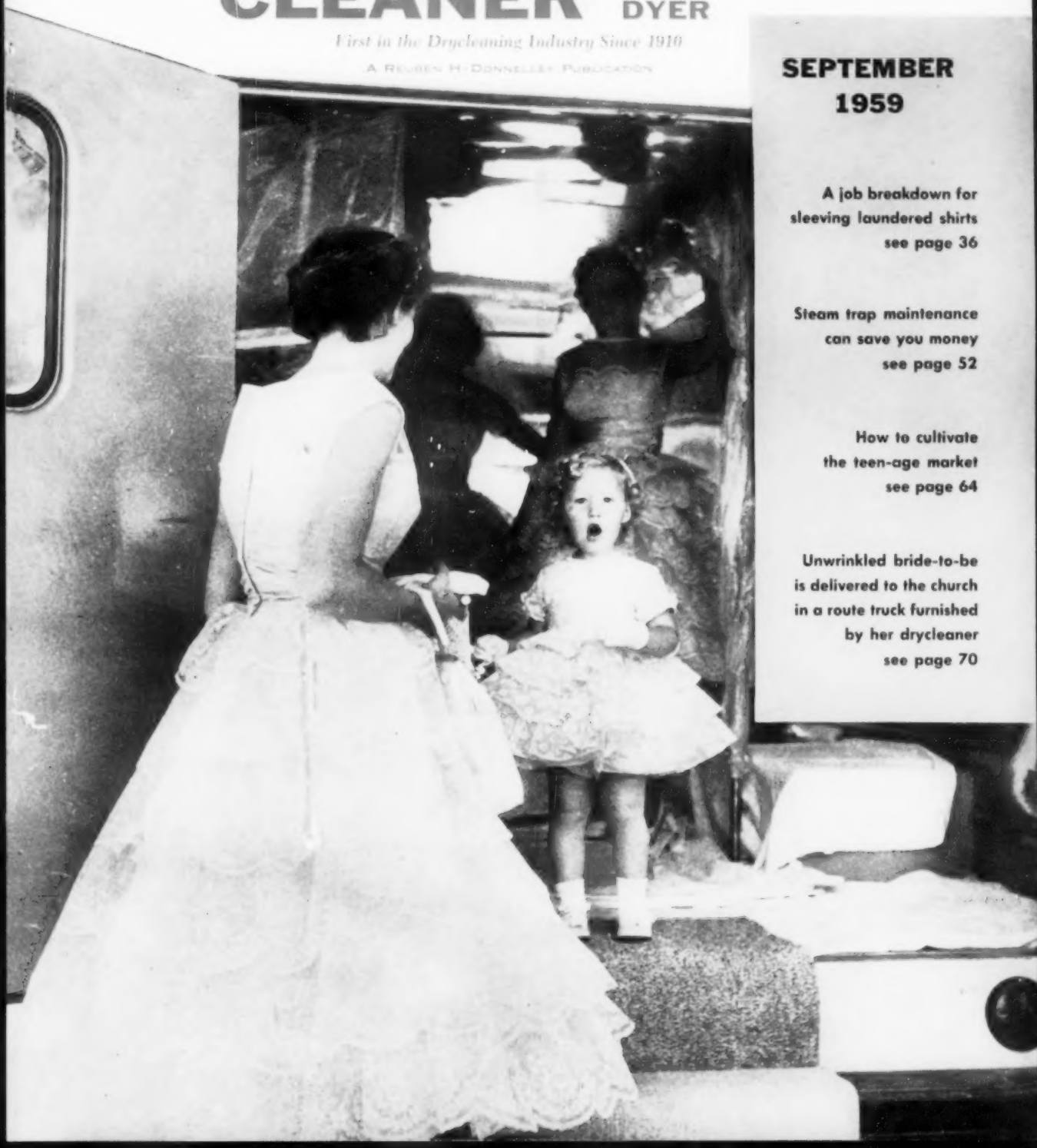
National CLEANER AND DYER

First in the Drycleaning Industry Since 1910

A Reuben H. Donnelley Publication



SEPTEMBER 1959

A job breakdown for sleeving laundered shirts
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Steam trap maintenance can save you money
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How to cultivate the teen-age market
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Unwrinkled bride-to-be is delivered to the church in a route truck furnished by her drycleaner
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dirt in your solvent can cause dull, streaked garments

—use HYFLO

...it removes all insoluble soil

J-M HYFLO*, by removing all insoluble impurities, keeps your solvent sparkling clean. With Hyflo, you get fresh, odor-free garments and practically automatic solvent recovery.

With a good precoat and by adding the proper amount of Hyflo to every washer load, you protect your filter screen from clogging and keep your pressure low. Hyflo is the original high speed filter powder that always removes all solid soil but never adsorbs active detergent. And Hyflo works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N.Y. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

The complete filter powder service for drycleaners:

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.

JOHNS-MANVILLE JM PRODUCTS

Johns-Manville HYFLO

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

GOOD READING FOR WIDE AWAKE PLANT MANAGERS

LEARN HOW BUCKEYE CLEAN-CHARGE® CAN HELP YOU REDUCE FINISHING COSTS AND BUILD SALES VOLUME

Buckeye Clean-Charge®, with its exclusive anti-static agent, eliminates static electricity that produces drag on the buck during the finishing operation.

THIS RESULTS IN HIGHER PRODUCTION PER OPERATOR PER HOUR . . . LOWER FINISHING COSTS

You also save on classification time. Buckeye Clean-Charge® enables you to tumble light and dark, hard and soft fabrics together. Yet they come out clean, dry and completely devoid of lint. And how customers love that!

"LINT-FREE CLING-FREE*" DRY CLEANING PROCESS† CAN INCREASE YOUR BUSINESS

A forceful series of ads in leading national magazines continually reminds the public to look for cleaners that offer the "Lint-Free Cling-Free"* Dry Cleaning Process†. Make this national advertising work for you by identifying yourself with it.

Up, Up, Up goes customer demand for

"LINT-FREE CLING-FREE*" DRY CLEANING PROCESS

as plants and stores across the country tie-in and make use of action-getting sales promotional aids made available to them!

If you want to know more about Buckeye Clean-Charge®, just drop us a note. We'll send you the complete story, along with a sample bottle of "DYP"*, the anti-static rinse for home use—another great business builder, with terrific tie-in strength!

SYMBOL OF QUALITY

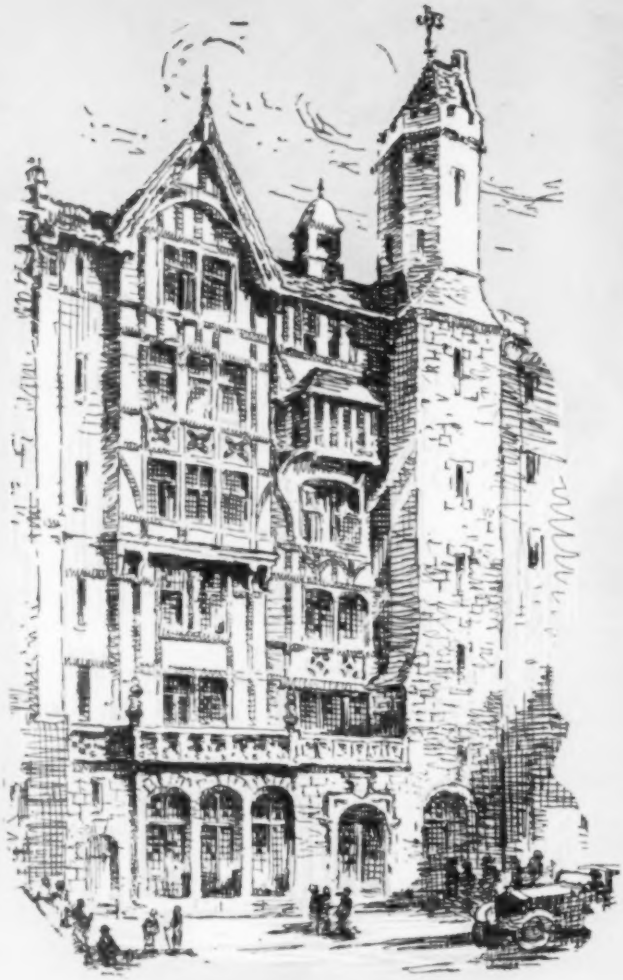
THE DAVIES-YOUNG SOAP COMPANY

BOX 991 DAYTON 1, OHIO

Producers of Quality Products for the Dry Cleaning Industry Since 1844.

*Trade mark of the Davies-Young Soap Company. †U.S. Pat No. 2729576; Canadian Pat. No. 528758; other patents pending.

There's STYLE in American Clothes



Courtesy of Finchley, New York & Chicago, Unique Among America's Finest Shops

...and they have it as long as they last! It's because American people enjoy the services of 15,000 professional dry-cleaners with modern equipment and the finest modern solvents such as...

'Perk' STAUFFER'S PERCHLORETHYLENE
12 Quality Control measures insure the safety of fine fabrics

Stauffer CHEMICALS SINCE 1885

STAUFFER CHEMICAL COMPANY
380 Madison Avenue, New York 17, N. Y.

LET'S TALK *America*

You and I are engaged in a vital, virile industry, that of keeping America's textiles clean, sanitary and good looking.

Providing good *machinery* for this industry is obviously a vital matter to us at Hammond. But what I want to talk about with you right now is much bigger, even, than our *entire industry*. It is our America itself.

Our country is today in very real danger — deadly danger — both from without and within. If anyone doubts the danger from without let him inquire as to why we are committed to maintaining our present stupendous military preparedness expenditures, fourteen years after the *end* of our last "real war". The philosophy and forces of Communism appear to be attracting more converts, around the world, than our own system of competitive free enterprise, and this in spite of the billions of American dollars our government has given away so lavishly, to keep these people on our side.

Here at home the dangers are fully as real and as potentially fatal to America, as we have known it. For about twenty-five years now, we have seen an ably directed trend to centralize and enlarge our Federal government's powers, weaken state authority, modernize our constitution, and establish a sort of permanent "paternalism" over every American citizen. Since 1946 we have witnessed the annual battle between the unions and employers, and stood helpless as it inevitably pushed the tragic spiral of inflation higher and higher. We have seen our national leaders subjected to arrogance by union leaders, and communities disrupted by union violence. Anyone who speaks out against these things is promptly called a "labor hater". To the contrary, industry recognizes the need for and the rights of the fair legitimate union people.

We see our national debt now exceeding that of all the rest of the free world put together, and yet we see these other nations stepping in and taking away our foreign markets — even our *American* markets on many products.

American industry has been labeled the "Conservatives". Of this we are not ashamed. But we would suggest that a truly better label would be the "*Conservationists*".

American industry does not want *paternalism*. But we do feel that American industry is *due* as much sympathetic consideration from our government as it has in recent years shown to the Labor Movement, and to the Farm Bloc.

Do you agree as to the danger? What can we *do* about it? In America we still *can* do *something*. We can and we *must* shed our complacency, and get out into the streets of political activity. We must read, study, and *communicate our individual views*—to our elected representatives, and in our walks of daily life. This is our generation—our responsibility. The hour is late—the stakes are high. Let us all do our best for America.

Roger N. Conger

SERVING THE LAUNDRY & DRY CLEANING INDUSTRY SINCE 1911 . . . . . *Hammond*

The National CLEANER & DYER

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner & Dyer, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance.

Please include your city delivery zone number.

SUBSCRIPTIONS: United States and Canada, $4.00 per year; foreign countries in postal union, $6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook Issue, $2.00.
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Gone But Not Forgotten

There are times when a convenient location can be a detriment. A friend of mine has a cash-and-carry plant located in a small shopping center in a suburb of New York City. In addition to his business, there are a drugstore, variety store, an apparel shop and a large A & P supermarket that make up the center.

Recently the A & P was closed several weeks due to a strike that affected all this company's stores in the metropolitan area of New York City. Almost immediately my friend's volume dropped off by one-third.

Certainly his customers' clothes were getting soiled just as regularly. But since the attraction of the supermarket was temporarily missing, his patrons were doing their grocery shopping elsewhere. And in the process, their drycleaning probably went to other cleaners near the other shopping areas.

It was just too inconvenient for many people to make the special trip to his plant. The chances are many won't return, even though the strike has been settled. There's no accounting for the vagaries of customers. But had this cleaner been supplementing his cash-and-carry operation with even one truck route, the chances are he could have sustained his normal volume. Instead of counting on his customers coming to him, he could have gone to them. Nearly half of drycleaning customers prefer route service and we should cater to them. It's good business.

Thoughts for the Month

Variety is the spice of life but monotony provides the groceries.

* * *

Everything comes to him who waits—if he works like a beaver while he waits.

—*Art Schuelke*

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is $18 per 100, one side of a single sheet; $21 per 100, two sides of a single sheet (8½x11). Additional 100's at $1.70, one side; $1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.
Address the Editor:
NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

A good man to know

He's your Street's field technician, well-trained in drycleaning operations.

He is equipped to perform valuable services to plantowners who are eager to keep pace with the industry through the practice of advanced cleaning-room techniques.

He is a specialist in planning, installing and servicing the two-bath method and Conductivity Control.

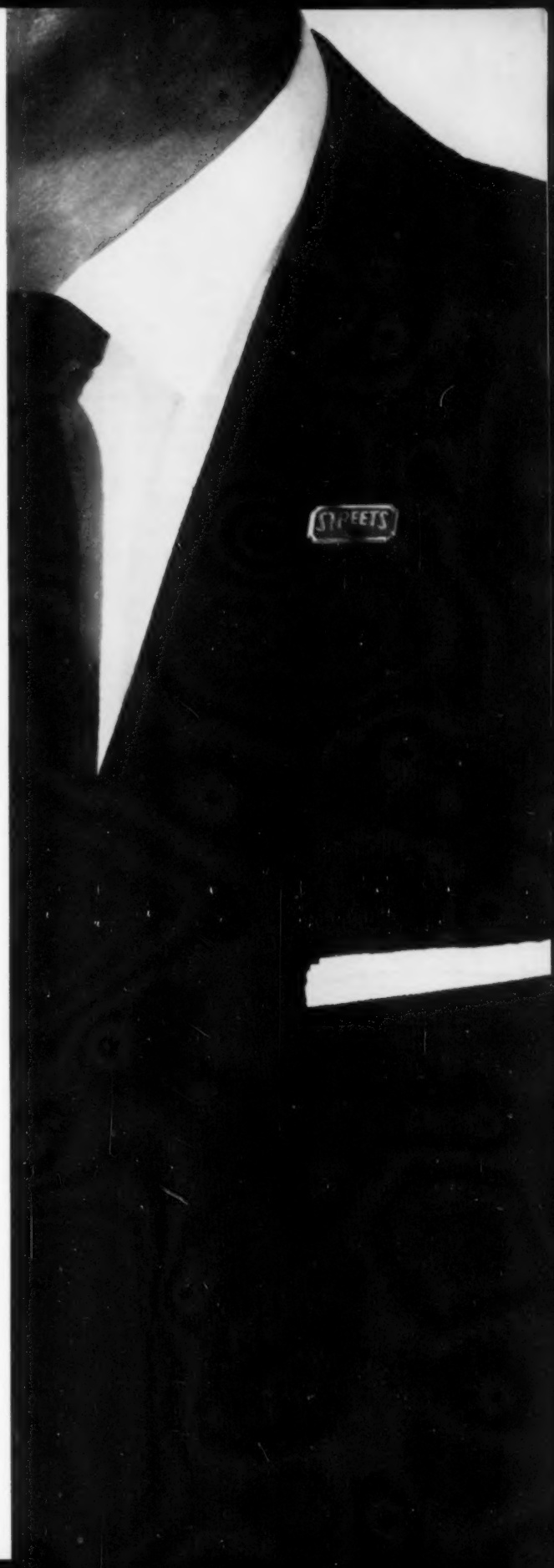
He has an experienced grasp of your everyday cleaning-room problems and a desire to help you do your job better ...more profitably.

He proudly wears his Street's pin... a symbol of dependable service to the textile maintenance industries for over 83 years.

Contact your Street's field technician today for specialized assistance, without obligation, of course.

INDUSTRIAL CHEMISTS SINCE 1876 · STREET'S · 301 W. MONROE ST., CHICAGO 6, ILLINOIS

S-327 COPYRIGHT 1959



NEW PRODUCTS AND LITERATURE

1960 Chevrolet Line

Improvements in ride, durability, handling and safety by inclusion of a new suspension system have been announced in the 1960 Chevrolet truck line.

Among the features noted in the Chevrolet trucks are independent front-wheel suspension with ball joints, and torsion rod springs and coil-spring rear suspension on most ½- and ¾-ton models. Styling has been changed along functional lines and all sheet metal is integrated with the new chassis design for a more rigid, lower, roomier, more accessible cab and sturdier front-end assembly.

For more information on other changes in the new Chevrolet truck line write Chevrolet Motor Division, General Motors Corporation, General Motors Building, Detroit 2, Mich.

Sted in Coin-Op Packs

Sted, a low-foaming synthetic detergent, and three related Sted products are now being offered in small packages designed for use in coin-ops and other types of self-service laundries, it has been announced by the manufacturer, Cowles Chemical Company.

The other products available in new packages are Sted-break for use with Sted on extra-dirty loads, Sted-bleach for stain removal, and Sted-brite to add "snap" to the wash. Each package contains a premeasured quantity sufficient for one 9-pound washer load. The products are packed 240 packets per carton, and the individual packages are printed in attractive and easily distinguishable colors.

For more information write Cowles Chemical Company, 7016 Euclid Ave., Cleveland 3, Ohio.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Eliminates Plastic-Bag Static

The use of Statikil, the product's manufacturer announces, will neutralize the static electricity in plastic bags which has been reported to cause them to adhere to the faces of small children, causing several deaths.

To neutralize the static electricity, a button is pushed on top of the aerosol can in which Statikil is packaged, and the plastic bag is lightly sprayed. According to the manufacturer, Statikil neutralizes the static electricity promptly and effectively, and if it is properly applied the effect lasts for the life of the bag.

The product is known to the laundry and drycleaning fields where its uses include elimination of static electricity on equipment, also in handling synthetic fabrics, and for neutralizing static charges that attract lint to wool, jersey and synthetic materials.

For further information write Statikill, Inc., 1220 W. Sixth St., Cleveland 13, Ohio.

Cotton Cutie Kits

This year's Cotton Cutie campaign promoting Nova-Tex sizing service for cotton garments is being backed with new sales aid kits by National Cleaners Chemical Mfg. Co.

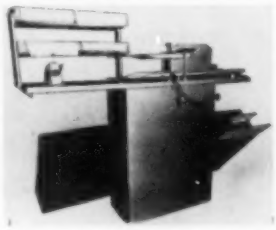
The kit, packed in each case of Nova-Tex Concentrated Dry Size and Siza-Tex Wheel Size, contains colorful pieces for window, door and in-store display. Largest are the two 22-by-34-inch window posters, printed in full color on gloss-coated heavy white stock. Fluorescent ink adds extra power to the three-color window streamer (28 by 11 inches).

Two smaller in-store signs tie in Cotton Cutie's daisy-fresh appeal with the die-cut mobile displays featuring Nova-Tex service. Two self-sticking, double-faced door signs feature same-day service and store hours, backed by thank-you themes. Button tags and ad mats are also available.

Any number up to eight free kits may be obtained with larger orders of either product, or extra pieces are available at slight cost.

For additional information write National Cleaners Chemical Mfg. Co., 2807-11 W. Lake St., Chicago 12, Ill.

Shirt Packaging Combination



A new protective transparent shirt package, comprising the Pak-Faster bagging machine and Vu-Pax wrap, has been introduced by Time Savers, Inc.

Primarily designed for the U-shaped liner and poly bag, the patented new machine is also adaptable for kraft bags and shells. According to the manufacturer, Pak-Faster eliminates torn bags and irregularities in packages, and produces a standard rectangular package consistently at the rate of four per minute. Shirts are stacked in a U-shaped shell that fits into the poly bag, producing a rectangular shirt package that both gives the shirts the proper protection and has eye appeal for the customer.

Shells in color and bags are available in four different sizes to accommodate from 1 to 10 shirts for either lay-down or stand-up collar styles.

Descriptive literature is available from Time Savers, Inc., 83-99 Walnut St., Montclair, N. J.

Play Time Shirtbands

Two collated series of shirtbands, appropriately named Play Time, have been introduced by Nashua Corporation's Surehold Sales Division.

The shirtbands feature children's coloring cutouts, dot games, color-in satellite launching designs, badges, crowns, treasure hunt games, and jungle and circus coloring themes. The series is designed to entertain children, and at the same time provide better shirt packaging.

Available in sizes 2 by 19 inches, the shirtbands have six collated designs to a series.

For samples or more information write Surehold Division, Nashua Corporation, 44 Franklin St., Nashua, N. H.

Waterproofing-Sizing Unit

A new waterproofing and sizing combination unit is now in production by Colmac Industries, Inc.

Made of heavy welded steel, and glassed on the inside and out for cleanliness, the unit offers these features: waterproofing or sizing with the same unit; two individual 18-gallon tanks; self-balancing extractor basket; sight glasses for each tank; explosion-proof motor with clutch protection; automatic brake which stops the basket when the lid is raised and turns the motor off; heater coil for operation in cold cleaning rooms in winter, and many others.

Push-button controls allow the operator to set the unit for waterproofing or sizing. The extraction speed is 650 r.p.m., with extraction time about 1 minute.

Continued on page 93

Clothes stay party-perfect with exciting *New* PAPER-VUE!

ADVANCE your reputation by giving your customers exactly what they want—garment protection plus visibility. Southern Advance Paper-Vue bags blend the "breathing" quality of paper (for full moisture-protection) with the quick-look convenience of clear plastic. Paper-Vue keeps out dust and light—and keeps *in* that fresh-pressed, party appearance. And sharp, clean Paper-Vue printing displays your sales message at its effective best—order Paper-Vue today!

...Wrap up your reputation with Advance!

Keep in touch with the times! Alert cleaners everywhere are turning with the trend to Paper-Vue! Order Paper-Vue from your distributor and get timely promotion posters now!

CONTAINERBOARD AND KRAFT PAPER DIVISION **CONTINENTAL CAN COMPANY**

530 Fifth Avenue, New York 36, N. Y.

NOW... HUEBSCH has added
a MAGNETIC DOOR LATCH
... for safe, sure, silent door closing.
Eliminates triggers, buttons, springs!

...and a VARIABLE TEMPERATURE SELECTOR

Your customers can select the desired temperature . . . for safe, efficient drying of any fabric!

other famous HUEBSCH features

AUTOMATIC BACK-DRAFT DAMPER
Prevents hot air and lint from blowing back.

SELF-CLEANING LINT SCREEN
. . . and "Magic Carpet" lint removal.

EASY-TO-ADJUST FEET
. . . for perfect leveling.

CHOOSE FROM 3 SIZES
Only Huebsch offers 37″ diameter tumbler in: 37″ x 18″, 37″ x 24″, 37″ x 30″.

CHOOSE FROM ANY COLOR
We will match any color . . . at no extra charge.

HUEBSCH
ORIGINATORS
FIRST IN TUMBLERS
FIRST IN FEATURES
Milwaukee 1, Wisconsin

INTRODUCING—

THE DUAL-PROFIT UNIT:

combination waterproofing and sizing machine

the equipment you've been waiting for to really make money from QUALITY WATERPROOFING & SIZING!

Now, in one, easy to operate, simple to understand machine, *your newest employee* can operate a complete sideline production department. Selector buttons choose either waterproof or sizing solution in which garments are saturated for one minute. A flick of the lever for fast drain, a touch of a switch for a minute or so on extraction, and then on to the finishing department. Extractor speed of 650 RPM is perfect for maximum efficiency and quality.

It's foolproof!

Read this list of features:

1. Waterproof or size with same unit.
2. Two individual 18 gallon tanks.
3. No mixing of solutions.
4. Self balancing extractor basket 17" x 11" deep, correct speed, no changing garments from one unit to the other.
5. No bolting to floor, self balancing.
6. No pumps.
7. Just seconds to fill or drain.
8. Sight glasses for each tank.
9. Explosion proof motor with clutch protection.
10. Automatic brake stops basket when lid is raised and turns motor off, absolutely safe.
11. Built To Last a Lifetime.
12. Uses only 30" diameter floor space.
13. Has heater coil for operation in cold cleaning rooms in winter time.
14. Unconditionally guaranteed for one year.
15. No waste of solvent or solution, practically all profit.
16. Can be used with either petroleum or synthetic solvent. Safe to operate anywhere.
17. No complicated valves to remember, anyone can learn how to operate in one minute.
18. Specializes a dry cleaner and qualifies him as an expert when sizing ladies' cotton dresses.

(Jobber Inquiries Invited)

Write, wire or phone collect today—MUtual 4-2460

COLMAC INDUSTRIES, INC.

119 South Oak Street, Colville, Washington

SIGNS of the TIMES

Articles on Wash-and-Wear: Featured in the July issue of Kiplinger's *Changing Times* is an article "About Men's Wash and Wear." While copies are not available at the newsstand, they may be obtained at 50 cents each (or 10 cents for a reprint of the article) from the publisher at 1729 H St., N. W., Washington, D. C.

Two more nationally circulated magazines carried July articles about wash-and-wear which should interest every drycleaner. Each article mentions data supplied by the Public Relations Department of the NID and many drycleaners will want to call the articles to the attention of their customers.

Consumer Reports calls its three-page article "Wash-and-Wear Suits: Report on 17 Widely Sold Men's Models."

In addition to an article called "Yes, You Can Dryclean Your Wash and Wear," *Du Pont Magazine* also devoted a special section to "This Business of Drycleaning." Copies are available from A. P. Stetser, Manager, Drycleaning Section, The Du Pont Co., Wilmington 98, Del.

# #

Plastic Bag Legislation: California has passed a regulation calling for warning labels on plastic bags under one mil of an inch in thickness, according to an announcement by The Society of the Plastics Industry, Inc., New York, N. Y.

The announcement also stated that Rhode Island law requires labeling any plastic garment bag or similar article.

The states of Florida, North Carolina and Illinois dropped pending legislation when they learned of the educational programs sponsored by the Society and endorsed by such organizations as the National Safety Council, U. S. Public Health Service, American Academy of Pediatrics, American Academy of General Practice and others. The Society press release explained that these organizations felt the problem could best be solved by education, not legislation.

# #

Public Service: Robert H. Weaver of Stockton, Calif., has been appointed to the City Planning Commission by the City Council. Mr. Weaver operates Pennant Cleaners, formerly owned by his father, the late Kyle Weaver.

Drycleaners of the lower west side, Columbus, Ohio, attached "tickets" for free chest X-rays to coat hangers of newly cleaned garments during the recent Tuberculosis Society chest check program.

Members of the Dry Cleaners Guild of Columbus, Ohio, recently concluded their annual one-week drive to assist the Children's Hospital by cleaning without charge all clothing brought to the hospital Thrift Shop.

J. L. Kuffler, president of I. Wohl, Inc., Long Island City, N. Y., is director of the Cleaning and Dyeing Division in the 1959 Sister Elizabeth Kenny Foundation fund appeal. Mr. Kuffler also served in the last two Sister Kenny appeals.

Soft as Silk

WEARS LIKE IRON...

*the Qualitex Sun Glow**
*TRADE MARK
Pad and Cover

for dry cleaning presses

SUN GLOW Covers provide ideal pressing surface longer than any other cover on the market. Tests prove that Sun Glow Covers last 28% longer than any other type.

SUN GLOW Cover combined with the famous Qualitex foam press pad, delivers better finishing than any other cover and pad combination.

SUN GLOW Pad and Cover is guaranteed in writing to last a minimum of 4 months.

ORDER A QUALITEX SUN GLOW PAD AND COVER FROM YOUR JOBBER TODAY—After a short try on one of your presses, you too will join the many progressive dry cleaners who have switched to the Qualitex Sun Glow Pad and Cover.

Quality products company

WORLD'S LARGEST MANUFACTURER
OF DRY CLEANING PRESS PADS AND COVERS

4248 North Elston Ave.,
CHICAGO 18, ILL.

Ask Haertel about STORAGE VAULTS

AIR-COOLED HAERTEL VAULTMASTER*. Package unit garment-tested in our own research vaults. Automatically provides cold storage, dehumidifies, fumigates, ventilates, filters air. 5-year guarantee.

Is your fur-garment-box storage business still in the planning stage? Or are you one of the many cleaners with vaults whose storage business has grown to the point where you could use additional capacity?

In either case—whether you already know storage *is* a money maker, or have yet to discover how well it can pay off—you can benefit from our 30 years of experience in fur and garment storage and cleaning.

Let us tell you how easily hundreds of other cleaners got started with the complete Haertel vault equipment. Learn how these cleaners paid for their equipment with storage fees and increased summer cleaning revenue. For the answers to all your questions about fur and garment storage, ask Haertel.

*U.S. Patent No. 2,582,986

WALTER HAERTEL COMPANY

POLARIZED CARE

FOR YOUR GARMENTS

2840 Fourth Ave. South
Minneapolis 8, Minnesota

WALTER HAERTEL CO., 2840 Fourth Ave. S., Minneapolis 8, Minn.

☐ Please send me your free brochure, "Changing Space into Profit," that tells me how to get into the storage business.

☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME _____

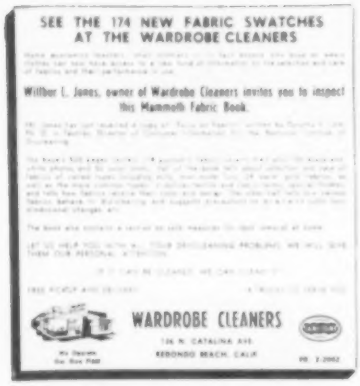
ADDRESS _____

CITY _____ ZONE ____ STATE _____

SIGNATURE _____

BUSINESS BUILDERS

Educational Ads


SEE THE 174 NEW FABRIC SWATCHES AT THE WARDROBE CLEANERS

Willbur L. Jones, owner of Wardrobe Cleaners invites you to inspect this Mammoth Fabric Book.

WARDROBE CLEANERS

Informative advertising shows immediate results, according to the experience of Wilbur Jones, whose plant is located in Redondo Beach, California. The local daily newspaper has a paid circulation in excess of 20,000 in this beach resort city of 60,000. For a period of two years and a half the Wardrobe drycleaning ad appeared every Monday in this paper and the conventional ads caused very little comment during that time.

In October 1958 it was decided to try ads featuring information on fabrics and items of interest to housewives, with the NID bulletins as a main source of material. The first such ad, entitled "Invisible Enemies of Your Drapes," resulted in a flood of phone calls. Drape cleaning volume increased by 50 percent and was still growing 10 months later. Effectiveness of any advertising is hard to check unless business takes a pronounced jump, but in this case the remarks made to the owners by the readers themselves at various social functions showed that noncustomers were impressed. Best of all, they most often mentioned the information given in the ads and asked for more.

Information on plastic bags, thanks to the NID bulletin, was made public in one ad long before the recent hysteria. Even the newsman who picked up that particular ad was surprised at the possible dangers to children. Needless to say, this same newsman had a stock answer for phone calls at the newspaper office when the public later became alarmed; it was: "Wardrobe's been warning people about the danger for weeks. . . ."

According to Mr. Jones, there are no plans to change the program.

Follow-Up Mailer Serves Two Purposes

Bob Lechner of Zengeler Cleaners in Winnetka, Illinois, has come up with a novel direct-mail piece that's been providing the plant with some valuable information.

As a follow-up after an order has been delivered to new customers, the plant sends out a self-addressed mailing piece asking them how they happened to choose Zengeler Cleaners. Such phrases as "Recommended by friends," "Saw newspaper advertising," "Saw trucks on the street" are imprinted with a space provided for the customer to check off one or more answers.

Attractively printed in bright yellow and black on white paper, the mailer not only is a good way for the plant to say "thank you for the order" but it helps measure the effectiveness of its advertising.

This Cleaner's Customers Meet the Family

Nothing is quite as irresistible as the picture of small children. Bill Loeb of Loeb Cleaners-Laundry, Memphis, Tennessee, has taken full advantage of this fact in all his merchandising.

He started with situation shots of his first child back in December 1952. Since then he has been blessed with four more youngsters and now they are all in the act. So far the firm has run over 260 separate newspaper ads with the children's pictures. Poses range from bathtub shots to baseball, painter costumes, angel and devil costumes. Each ad is a half page.

The photos also appear on all company stationery, envelopes, match books, program advertising and Christmas cards.

According to Bill Loeb, the firm has advertised consistently for 72 years but nothing has had the impact of the present series with the children in the ads. The newspaper copy appears in two Memphis papers every Monday on page two, which gets high readership.

The firm feels the weekly continuity is important as a means of giving an image or symbol of Loeb's. The children have become famous all over town. If anything unusual happens to one of them it becomes a news story. When another addition arrives, it gets front-page treatment by the papers.

The end of the campaign isn't anywhere in sight. Bill says, "What happens when the children grow up isn't known, but right now we are expecting our sixth child in December, and I still feel mighty virile!"

Now Available

IN 3 SIZES...

a profit-making

VIC

Mileage Booster*

VIC Manufacturing Co MINNEAPOLIS 3 MINNESOTA

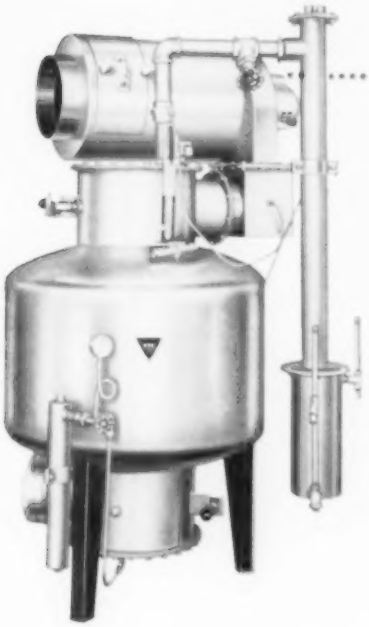
CAN BE MOUNTED ON CEILING, WALL OR ANY OUT-OF-THE-WAY PLACE!

model 128

newest in the famous Mileage Booster line—with a capacity of 1½ gallons per steam-out.

...for every size plant!

The Vic Mileage Booster has become the most wanted piece of dry cleaning equipment ever built! Every dry cleaner knows of the wonderful money-saving, profit-making, health-improving features of this amazing invention—and now with 3 great MILEAGE BOOSTERS to choose from, there is a unit for *every* dry cleaning plant. Don't delay another day—call your VIC jobber now for a free analysis of your plant requirements—he'll tell you which Mileage Booster will make money for you!

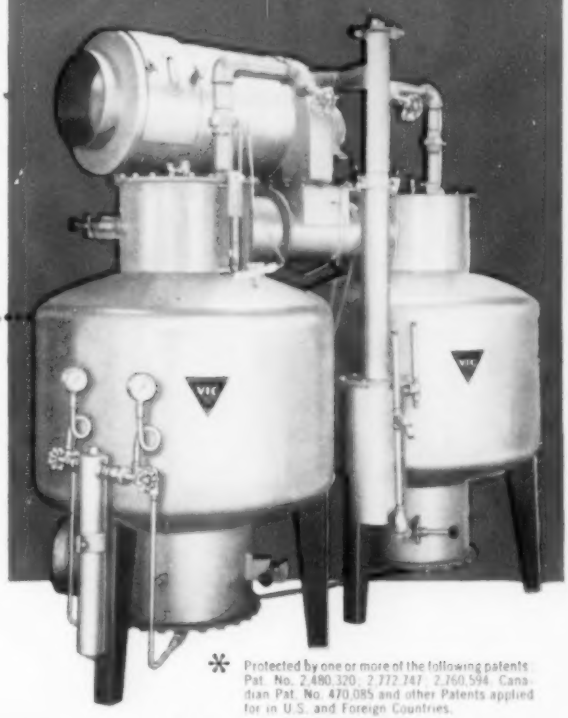


model 118

Vic's Single Unit Mileage Booster—with a capacity of 4 to 5 gallons per steam-out. The perfect unit for the average size plant.

model 108

The big Double Unit for larger operations, with a capacity of 8 to 10 gallons per steam-out. Ideal for plants with two or more Solvent Recovery Tumblers.



* Protected by one or more of the following patents: Pat. No. 2,480,320; 2,772,747; 2,760,594. Canadian Pat. No. 470,085 and other Patents applied for in U.S. and Foreign Countries.

Remember

VIC gave you the *Original* Mileage Booster—the first and finest vapor adsorption machine ever built! ONLY VIC has had production models in the field for many years—only VIC has the experience and know-how which no other manufacturers can match! VIC's performance is proved by many installations under every sort of condition. (Names gladly furnished on request.)

Write Today—DEPT. NS 137

If you care—you'll compare and buy

VIC MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

OUR PRODUCT IS PROSPERITY

Which of These Men Are You?

You are probably *all* of them, if you are the average cleaning-laundry plant owner and operator. Because we recognize this, we are prepared to help you in each and every role.

Large or small, each plant owner is important to Prosperity, to the industry and to the economy of our country.

Prosperity's interest stems from research findings which challenge every manufacturer. Prosperity has accepted this challenge openly.

We are interested in your business, for we have researched your needs and are using them as guiding principles of engineering design, and of the services we offer.

We have complete faith in the unlimited future for plants like yours. Factors such as the tremendous growth in population, larger wardrobes, new fabrics, the trend toward finer, cleaner clothes are all indications of the growth potential of the laundry and dry cleaning industry.

Call Your Prosperity Man.

The PROSPERITY® Company
DIVISION OF WARD INDUSTRIES CORPORATION

Copyright 1959, The Prosperity Company

Honeywell MagiCare* and re-cleaning for the

Spotting. Mr. Thomas King of the "One Hour Martinizing" dry cleaning service in Atlanta, Georgia, indicates that pre-spotting of garments—except for a few non-water soluble stains—has been completely eliminated by Honeywell's MagiCare control system.

Post-spotting has been reduced, too. Before installing the Honeywell MagiCare system, a survey indicated that post-spotting was required on approximately 20% of the total garments cleaned. Now, post-spotting and re-cleaning have been reduced to 5% of the total load!

Pressing. Eliminating pre-spotting naturally left additional time for Mr. King's operator to devote to other duties. In fact, an immediate benefit was that the operator was able to press seven to ten *more* garments per load than before! What's more, these garments now press easier, better and faster—insuring the kind of service that keeps customers coming back again and again.

You'll find, as Mr. King does, that the Honeywell MagiCare system also prevents your garments from getting too damp and wrinkled in the dry-cleaning bath.

FREE MERCHANDISING PROGRAM. National ads in Vogue, MagiCare banners, newspaper ad mats, counter cards and decals are furnished free to help you build business with Honeywell MagiCare's quality cleaning.

drastically reduces pre-spotting "One Hour Martinizing" service

The Honeywell MagiCare Relative Humidity Control System was installed in May of 1959. Only a month and a half later, the "One Hour Martinizing" service informed Honeywell that their garments were consistently cleaner, brighter, softer and more sparkling—with fewer wrinkles and no shrinkage. And, they saved time and money on spotting and pressing as well!

Their story can be your story, too. The Honeywell MagiCare Relative Humidity Controls can bring you not only better cleaning, but faster, labor-saving operations.

The Honeywell system works equally well with Stoddard or perchlorethylene solvents, can be used with any concentration of charge soap in any type of washer extractor and with one-bath, two-bath, and batch process systems.

Ask your soap and machinery supplier about the Honeywell MagiCare system, or contact Minneapolis-Honeywell, Dept. ND-9-127, Minneapolis 8, Minnesota.

*Trademark

Honeywell

First in Control

GADGETS and GIMMICKS

Counter Rolls Back—Doors Roll Down

The trend toward more open plants in the Deep South has been approached cautiously by Henry and Monroe McNatt of Sterling Cleaners in Tampa, Florida. Under the wide drive-in canopy a 24-foot section of the building wall is opened up to be filled by a full-length counter. This counter actually has four separate sections divided by garment wells, plus a center stand for the cash register and a walk-through space that contains a bundle scale.

Most of the time this open-air counter serves customers quite satisfactorily in Tampa's warm climate. But when a freeze threatens, Sterling Cleaners can crawl in its shell! The entire counter is on a one-piece base supported at intervals by ball-bearing casters. The doorstops that hold it firmly in place are raised and the counter rolls back into the plant.

Three garage-type overhead doors roll down to fill the opening. Then customers use a small door at the end, or more likely temporary curb service is established. But this is only in severe weather (for Florida). Usually the center door can be left open even in cold weather, which is enough to handle the business that generally slacks off during a Florida freeze.

These multiple-door assemblies are available as prefabricated units, since they already have a considerable place in resort concession stands and small aircraft hangars.

Inexpensive Bulletin Board Has Many Uses

Wilbur Jones, owner of Wardrobe Cleaners in Redondo Beach, California, finds a panel of soft wallboard is just the thing to serve as a reminder board. This one has been in use for several years and is still serviceable. Positioned near the assemblers' station, the board is a handy place to pin buttons, buckles, special instructions and the like for the convenience of the operator.

Wilbur is holding one of the wooden hangers he has fitted with a number of small screw-hooks, which hold belts going to the assembler. Each of the wooden hangers with the screw-hooks is used to transport all the belts from one lot of garments.

Belts here are considered as one item, and few are lost. The person accepting the order, whether over the counter or on a route, has the responsibility of counting and marking the number of pieces on the ticket that accompanies the order. Thus a dress with a belt is considered two items and must be checked out accordingly. The plan works well at Wardrobe.

It's no fairy tale!

Use **SACON**® wet sizing to do the job the housewife can't do—and **Make Money** out of wash 'n' wear

Use the bundle stuffer shown at right* to lure her limp, tired, weepy Wash 'n' Wear garments back into your shop. Carry through on the promise with a good SACON spray or dip sizing, and she'll be your customer come Wash 'n' Wear or high water.

SACON water-soluble thermosetting resin size is backed by the research and technical service that brought you RSR. Not a clabbery Jack-of-all-trades product, SACON does just *one* job and does it *well.*

Remember—no matter how well you start, it's the *finish* that counts. Contact your supplier today for full details on SACON and the Wash 'n' Wear bundle stuffers.

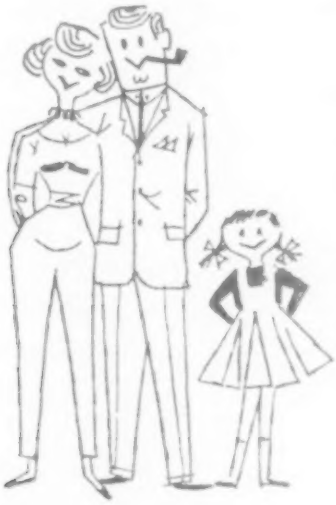
WALLERSTEIN COMPANY
Division of Baxter Laboratories, Inc.
Wallerstein Square, Mariners Harbor
Staten Island 3, N. Y.

*Available at reasonable cost from Wallerstein.

ONCE UPON A TIME a housewife bought a suit for her husband, a dress for her little girl, and sport slacks for herself. All were Wash 'n' Wear, and tubbed and ironed like a dream.

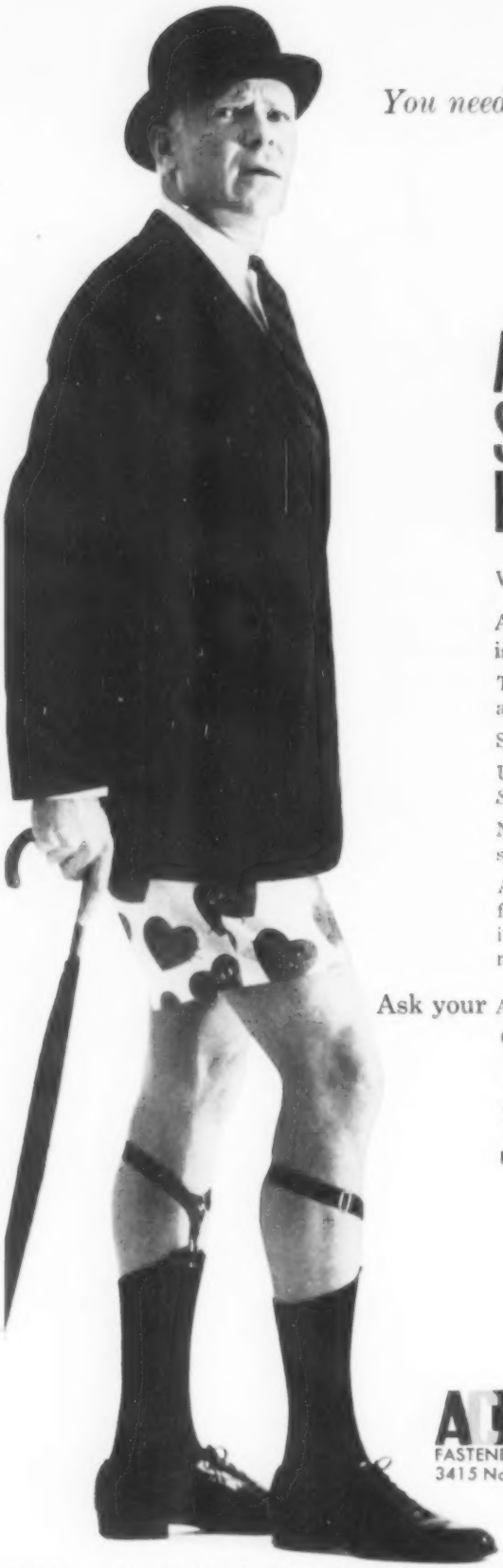
But after a while the suit got limp and the dress got tired and the slacks lay down and cried. Pretty soon the *housewife* wanted to lie down and cry, for no one had told her that even Wash 'n' Wear fabrics need to be *resized.*

One day she asked her cleaner what to do. "Why, I can clean them and put new life back in them with *refresher sizing.*" "But you are a *dry* cleaner and these are 'Wash 'n' Wear'," she said. "Yes'm," he replied, "but even Wash 'n' Wear garments deserve the treat of being professionally cleaned. It gets out soil you *can't* remove at home—and it *refreshes* them so!"



Well, the housewife brought in the suit and the dress and the slacks, and when they came back, they *looked* like new and *felt* and *smelt* and even *sounded* like new. And the housewife and her husband and her little girl lived happily ever after in *really fresh* Wash 'n' Wear clothes.

Whatever your clothes are made of—Wash 'n' Wear or "miracle" fibers or Tussah silk or Merino wool or Sea Island cotton—we know the right way to clean them and *put life back in them with refresher sizing!*



You need never lose a single garment...
due to faulty tagging!

ACE CLIPPER STAPLING PLIERS HOLD TAGS TIGHTER

WITH A UNIQUE STAPLE THAT IS *EASILY REMOVED!*

And...ACE tags faster, more comfortably... is built to last for years!

The loss of just one garment would cost you *much more* than an ACE CLIPPER and a full year's supply of staples.

So be sure garments stay tagged!

Use an ACE CLIPPER *Stapler* and ACE CLIPPER Undulated *Staples*...to make sure tags don't come off until removed!

No other *staples* hold tighter than ACE CLIPPER *Staples*... specially *undulated* for better gripping.

And no other *stapler* gives you faster, easier action than the famous ACE CLIPPER. This handsome husky fits comfortably in your hand...works smoothly, has wider jaws to fasten the most awkward packages.

Ask your ACE dealer to demonstrate the chrome plated ACE CLIPPER *Stapler*...and ACE CLIPPER undulated rust-proof *Staples*...today!

Then see the whole ACE *line!*

MORE CLEANERS AND LAUNDRIES USE ACE CLIPPER THAN ANY OTHER FASTENER!

ACE
FASTENER CORPORATION
3415 North Ashland Ave., Chicago 13

ACE 700

CANADA: CANADIAN STAPLES LTD., 6705 UPPER LACHINE RD., MONTREAL • 258 WALLACE AVENUE, TORONTO

They're so easy to carry, thanks to Carry•Pack HANDLES!

Carry•Pack Handles add profit, style and customer convenience to SHIRT BAGS, SHIRT BOXES, SHIRT WRAPS and every laundry package!

here's why:

CUT PACKAGING COSTS! Carry•Pack handles cost less than a cent . . . eliminate expensive, messy string, stops waste. Dispensers are loaned FREE.

FASTER, EASIER TO USE! Carry•Pack handles give you a smart new package . . . faster . . . attaches order tickets in one operation.

EASY TO CARRY! Customers love the convenience of Carry•Pack. Fashionable shops save money with Carry•Pack. too.

Carry•Pack®

SCHILLER PARK, ILLINOIS

Mail coupon now for FREE 10 day trial of Carry•Pack Handles and matching gummed tape.

We can help you with shirt bags too!

CARRY•PACK CO., LTD. NCD-99
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Gentlemen:
☐ Send free, 10 day trial in _____ color.
☐ Send literature and samples. No obligation, of course.

Name _____
Company _____
Address _____
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EDITORIALS

Take a Good Look, Nikita!

When you come to the United States this month, Mr. Khrushchev, we hope you won't be too disappointed. You have been telling the world that it won't be necessary to beat us in a hot war. You expect to win instead in a war of economics because we will beat ourselves. You say our system is bound to fail.

Well, keep these facts in mind as you tour the country. Employment reached an all-time peak of 67,342,000 in June and climbed even higher in July. And people are earning more than ever before. There are nearly 178 million people here and in the second quarter the average income of each hit a record pace of $1,897. Total income came to over $335 billion.

Our gross national product for 1959 will hit $480 billion this year. We are building 1.4 million new homes. American industry is adding $32.5 billion of new plants and equipment in 1959. There are 60 million cars on the road and before the end of the year there will have been added another 5.5 million autos to the total.

If you get into American homes, Mr. K., take a good look at the profusion of appliances. Watch for the television sets, transistor radios, dishwashers, disposals and refrigerators, not to mention electric and gas ranges.

And while you are at it, note the good grooming of the clerks, secretaries, of the general public. This is because we spend more on drycleaning per capita than any other country—even Russia. Our industry is proud of the part it plays in contributing to the health, welfare and morale of our people.

We hope what you see will not discourage you too much. You may decide to revise your estimate that you will outproduce us by 1970.

It takes people to help people. Machines can do things we didn't dream possible a few years ago. They have improved production. Machines can go faster and higher, can work mathematical puzzles, and even take over our body functions during operations.

But there are still many things that only people can do. No machine can comfort a frightened child or help a troubled family. No machine takes kids on a hike, or conducts laboratory research. It takes people to help people this way.

Machines may have "brains," but people also have hearts. When we're asked to help, we should use both our brains and our hearts. Our communities have many needs, and we should give generously, but wisely.

It takes people to raise money for health, welfare and recreation services. It takes *generous* people to give part of their earnings to make their communities better places in which to live and work.

One of the best ways you can give is through your local United Fund or Community Chest. This way you help support a balanced year-long program in your community in one pledge. The fund drive runs from Labor Day through Thanksgiving. Give generously.

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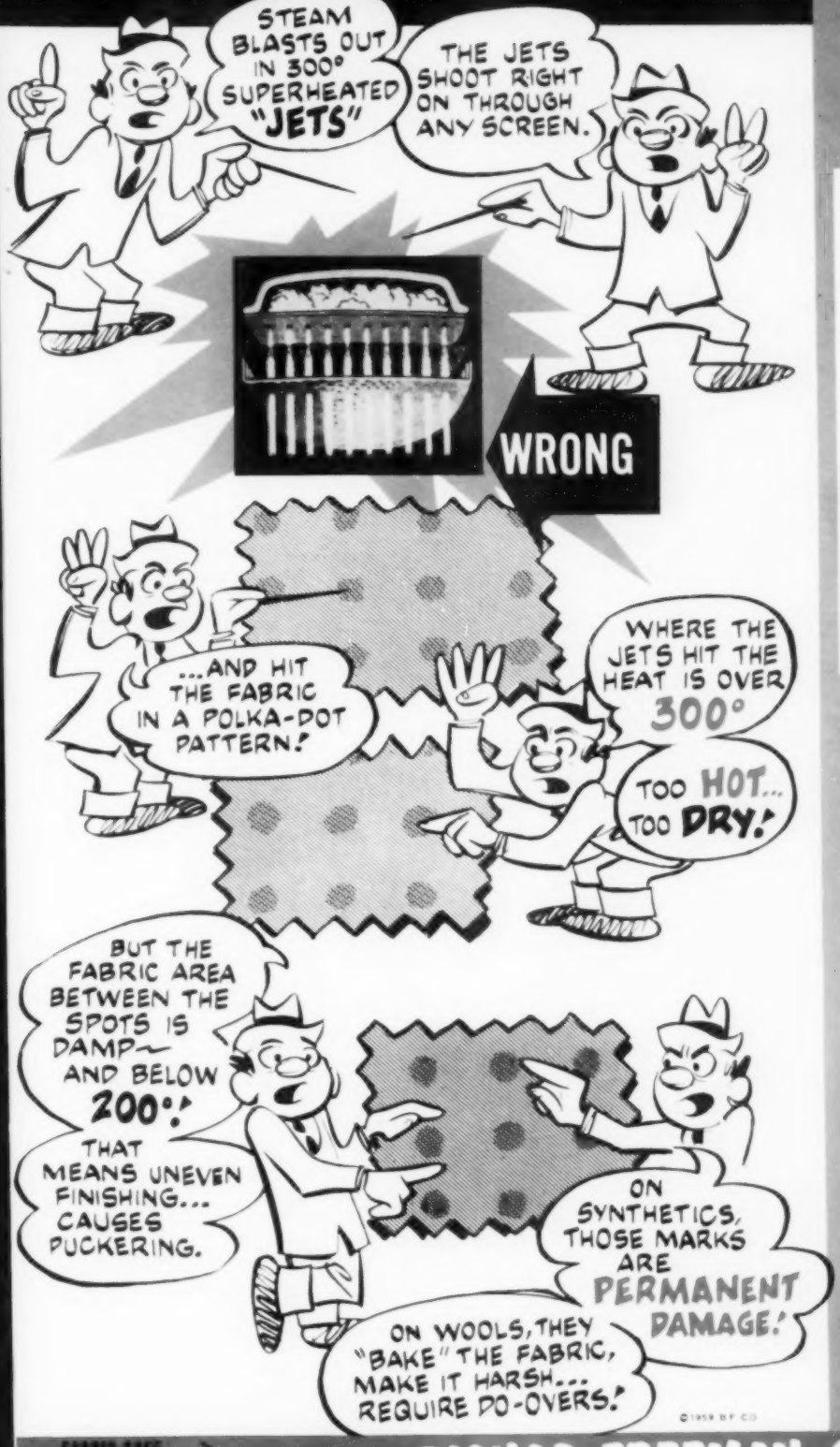
YOUR PROBLEM... & SOLUTION!

Because of the way all pressheads must be made:



HOW HAZARDS ARE ELIMINATED WITH *Fabric-Safe* DOUBLEPLATES

When your press is equipped with a Fabric-Safe Doubleplate, "jets" of steam from the presshead ports are "baffled" and forced through thousands of tiny canopied open-

ings. Soft blanket of steam pours gently through outer plate over the entire pressing area. Eliminating harsh "jets" and cooling the steam to under 250° permits safe finishing—even of heat-sensitive fabrics.

Gives seams and buttons "a place to go" . . . prevents hard impressions . . . avoids glazing of pockets and seams . . . eliminates problem of shine and moire on buck side of lays. Never loses resilience.

Saves 33% of steam cost . . . boosts quality and production because it cuts radiation of heat in half for reduced operator fatigue. Slips onto presshead in just one minute. Available for most cleaners' presses.

ORDER FROM YOUR JOBBER

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FABRIC-SAFE... CUSHNTop... ComforTop

PRODUCTS OF **BISHOP FREEMAN CO.** MANUFACTURERS, EVANSTON, ILL., U. S. A.

Deep Pile Coats Build Prestige — When Processed Correctly

Here's how one plant handles them . . . with good results

1. Loading synthetic fabric coats in washer to maximum of 60 percent capacity insures a superior cleaning job at The Nevens Company

By HARRY YEATES

LEADING FASHION magazines attest to the fact that furlike coats will be more popular this coming season than ever before. New colors, new combinations of synthetic pile fabrics, new tradenames in a wide range of prices make them an important item in a woman's wardrobe.

In the past, plantowners in many sections of the country have been plagued with costly claims on this type of garment — mainly because they didn't eliminate such details as matting of the soft, furlike nap. The Nevens Company Launderers and Cleaners, Minneapolis, Minnesota, was no exception until plant superintendent Don Rice worked out a solution to the problem that has puzzled some operators for a long time.

Synthetic pile coats get special treatment from the time they're brought into the Nevens plant. For instance, they are delivered by the route salesman on wooden hangers. Garments are never folded or placed in bags when picked up from the customer. This helps prevent excessive matting even before they are transported to the cleaning room.

Man-made fur coats are marked in on hangers. This assures a more thor-

2. Garments are cold-tumbled for approximately 20 minutes after high-speed extraction

3. Linings are hand-ironed with minimum amount of heat as part of basic formula when finishing synthetic fiber coats

4. Light air spray in slow, upward strokes helps restore synthetic fiber coats to their original newness

Garments are worked with a carding brush as final touch. Fur machinery manufacturers have developed low-cost ironers for perfect finishing

Efficient plant management spells out what is expected of each operator in the plant. Here is a simplified set of instructions for all employees issued by the superintendent with regard to processing man-made furs at Nevens Company Launderers and Cleaners, Minneapolis, Minnesota:

This is the complete process we would like you to follow when working with furlike fabric coats . . . for the benefit of everyone concerned:

Inspect—Mark-in *(and call customer)*
1. For excessive matting or gathering into tufts.
2. For excessive soil or stains.
3. For damage from heat.
4. For soiled linings.

Cleaning *(work soiled linings first if necessary)*
1. No moisture in the washwheel.
2. Extract hard (5 minutes).
3. Cold-tumble until dry.

Spotting
1. Wipe in one direction with wet turkish towel.

Hand Ironing
1. Hand-iron only linings open at bottom.
2. Do not allow iron close to fabric.
3. No steam or heat.

Storage
1. Use wooden hangers.
2. Space to avoid crushing.
3. Use vault.

Bagging
1. Do not bag—attach bag to garment for customer use only.

ough inspection for any visible defects. Small pitted areas on the garment caused by cigarette burns, etc., are the most common flaws, said Mr. Rice. Practically all coats have a certain amount of pilling along the cuffs, elbows and neckline, due to normal usage.

If incoming garments show excessive wear it's the policy of the plant to forewarn the customer by telephone. In some cases it's almost impossible to restore the coat to its original new appearance.

All coats are prespotted. A wet turkish towel is rubbed over each coat using an outward stroke of the hand to prevent flattening out of the nap. Garments are air-dried for about a half hour to an hour before cleaning.

Garments are divided into different color categories before cleaning. They are run in the washer without moisture for about 20 minutes. The plant operates with a 100-pound, two-pocket washer. One of the secrets of good cleaning on these garments, says Mr. Rice, is the fact that a maximum load of coats never exceeds 60 pounds —or about 24 full-length coats. No more than 12 garments are placed in either washer pocket.

After garments have been run for about 5 minutes, the washer is stopped and an abrasive powder is added. This tends to give a gloss and sheen to the coat and makes it easier to finish. The powder also contains an irridescent dye which puts a shiny coating on the garment. According to Mr. Rice, the powder tends to give more body to the solvent circulating through the garments. A normal load consisting of 24 coats requires about 3 pounds of powder.

At the completion of the washing cycle, garments are extracted for 5 minutes at a very high speed. They are then placed in a cold tumbler for 30 to 45 minutes. Cold tumbling causes absolutely no damage to the garments, according to Mr. Rice.

After tumbling, garments are again hung on wooden hangers and moved to the finishing department where linings are hand-ironed. Utility or hot-head presses are never used on this type of garment. Garments are inspected for such repairs as untacked linings, broken loops, etc.

Finishing refinements

Each garment is touched up by hand with a rotating carding brush. Mr. Rice suggests that the brush be used slowly, with even, upward strokes; otherwise the fabric has a tendency to mat down.

Several other finishing tips are suggested to help produce a top-quality job. For instance, the operator should use an individual air line—not connected directly to the spotting gun. Blowing a stream of air on the fibers in an upward position eliminates the need for excessive carding later on. Mr. Rice stresses the point that operators should never work against the grain of the fiber when finishing a synthetic pile coat.

Excessively soiled coats are wet-cleaned with a scrub brush. Here again, garments should be brushed with a straight rather than circular motion. This type of heavily soiled garment can be run in the cold tumbler.

Synthetic coats were formerly tumbled for only 20 minutes in a cold tumbler and hung in drying cabinets. This resulted in a loss of solvent since

Continued on page 35

Put water in quickly,

make it really work . . .

For nine years now, many dry cleaners have wondered where the water went, and what it did when it got there. And there was the equally puzzling question concerning what concentration of detergent was required to get it there. Some tried one way then another. Some just waited. This has been going on ever since the Sanitone Charge-system patent expired.

At long last, the mysteries of this trial-and-error approach by those who were unfamiliar with Sanitone methods have begun to clear up. Those questions are questions no longer. The facts concerning the correct use of moisture, first established by Sanitone in 1932, remain true today, a habit real facts have always had.

Water must go where soil is

You see, to remove soil, water must go where the soil is, on the clothes. Obviously, also, the sooner the full amount of the water gets there, the longer time it has to work. To wait too long to get all the water into action, reduces its effectiveness. Simple tests prove that. And any moisture left in the solvent after the load is gone, is completely ineffective on that load. Don't let anyone tell you otherwise.

Better Dry Cleaning with Less Moisture

To prove this to yourself, take a look at new Sanitone 30-90 which brings a fresh concept to dry cleaning, producing better results with less moisture and with the entire amount of water doing its job effectively.

Results from this new procedure are obvious throughout the plant because New 30-90:

- Allows fewer classifications, produces more full loads per hour in cleaning.
- Keeps spotting and wet cleaning to a minimum, no lint problem.
- Makes for faster, easier finishing, fewer pop ups. Assures faster assembly. Lots come through together.

But don't take our word for it. You can learn how to reduce costs in every department with pace-setting Sanitone 30-90 through a demonstration in your own plant. Simply write to

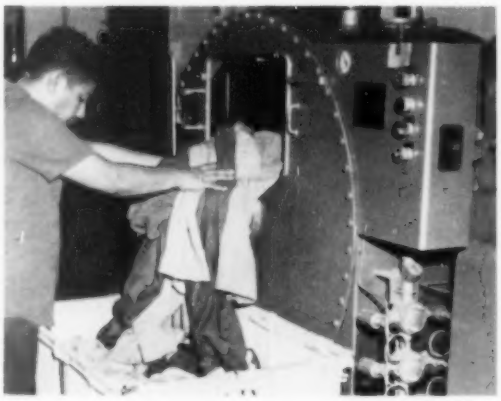
Sanitone Dry Cleaning Service
A DIVISION OF EMERY INDUSTRIES, INC.
CAREW TOWER, CINCINNATI 2, OHIO

Main plant located on busy thoroughfare is hub of activity for six branch stores operated by Peerless Cleaners

Customer Acceptance Begins at Home

Branch store growth hinges on good facilities at main plant

By HARRY YEATES



Installation of 60-pound washer-extractor has speeded production with smaller crew

SOME PLANTOWNERS put the cart before the horse when they go looking for new suburban markets. They soon find out that branch stores can't do the job alone if the main plant isn't geared to handle more volume.

Modernization on the premises has paid off in labor savings of over $800 a month at Peerless Cleaners, Corpus Christi, Texas. And it makes it easier for plantowners Bob and Bill Sullivan to offer faster service while keeping centralized control on plant quality.

Five years ago the Sullivan brothers opened their first branch store in a suburban neighborhood. Fluff-dry laundry service was provided at this location. Since then six nonactivated stores have been opened.

The plant operates with five routes. Drycleaning from the routes and stores is processed at the main plant. During the plant's five-year growth period route business and store volume have practically doubled. But obsolete facilities made it impossible for the production department to keep up with the increase.

Last year the plantowners decided to make some changes. Several alternatives were discussed:

1. Build a new plant at another location.
2. Activate suburban stores with drycleaning equipment.
3. Modernize the plant.

Steady volume in the main call office indicated that the plant was in a good location. Construction costs ruled out a new building. Activating the stores would tend to weaken the plantowners' policies of quality control from one location, they felt. To keep costs down yet maintain close supervision in the production department, new equipment and a change in layout were suggested.

Space measuring 30 by 100 feet next door to the plant was converted to a new cleaningroom. The area was previously used for storing supplies. Entranceways were added to connect the two sections of the building.

The plant formerly operated with two 30-by-40-inch petroleum washers. These were traded for a 60-pound washer-extractor in the new addition. To maintain production it was necessary to run the old equipment almost 12 hours a day, 6 days a week. Some

Spotless
The real test of a solvent is its performance on your difficult pieces. PerSec® excels in this respect. Time after time, deep-soiled whites and light pastels come from your tumbler as pass-ups . . . spotless.
The reason . . . rigid quality control in mid-America's newest and most advanced production facility — plus a highly effective stabilizing agent that preserves the crystal purity of PerSec® and protects your equipment down to the last drop of use. That's why more good cleaners day by day are standardizing on PerSec® . . . the perchlorethylene solvent of custom-made quality for the finest professional dry cleaning.
PERSEC®
In the blue plaid drum!
FRONTIER CHEMICAL COMPANY
VULCAN MATERIALS COMPANY

Plantowner Bob Sullivan inspects newly designed paper packaging used in plant's regular cleaning service

Arrangement of finishing units affords plenty of working space for operators even during peak seasons

Central check-out area for wools and silks eliminates crowded condition at front of plant

loads were run during the noon hour, others after 6:00 p.m.

Three washmen were needed to operate the old washroom. Now it takes two men to process the same volume. According to Bob Sullivan, the new equipment has reduced running costs considerably. Labor costs and supplies have been lowered, too. Work is now processed in normal working hours.

Running time on the old washers was anywhere from 45 minutes to an hour per load. Automatic controls on the new equipment have reduced the running time to less than a half-hour per load for washing and extracting. And the plant is still able to maintain a high standard of quality control.

To help keep solvent cool in extremely warm weather, the cooling coils from an air conditioner adjacent to the washer were wrapped around the solvent line. The coils were mounted on the wall near the solvent line. Solvent temperature is kept between 75 and 90 degrees.

Several other changes have increased production and improved quality since the washer-extractor was installed. Finishing equipment was formely arranged along one side of the plant. During peak seasons it required anywhere from 10 to 15 operators to keep up production. Crowded conditions made it difficult for operators to work efficiently. Wool garments were transported from the washroom to the finishing department in wooden carts.

Two new wool finishing units and two silk finishing units were purchased. All equipment was changed around to provide for unit finishing. Now even during the busy seasons the plant operates with five or six finishers.

The marking department, formerly at the front of the plant, has been moved near the entrance to the cleaning room. Prespotting boards have also been moved closer to the washer. Previously two operators marked in all garments processed in the plant. One ticket was used for wools, another for silks. Counter girls at each store now mark in work on one ticket before it is processed at the plant. An operator who works in the bagging department also marks in garments from the main call office.

Garment transport speeded

A series of slickrails has replaced the homemade slickrails formerly used throughout the plant. Garments are now transported swiftly from the washroom to the finishing units. A check-out line leads directly to the bagging area. A centralized check-out area for wools and silks has been set up near the bagging machine.

Slickrails were also installed from the call office to hanging space in the new section of the building. Other improvements include installation of a fluorescent lighting system throughout the building.

A tuxedo rental service has been added since the revamping program was completed. A stock of tuxedos including accessories other than shoes is available.

The plant offers two types of dry-cleaning service. One is a regular service, the other is called a Gold Medal or hand-finished service. This is priced at 50 percent above regular prices. Base price in the plant is $1.15 for a man's suit and $1.25 for a lady's dress.

The plantowners recently redesigned the paper packaging used for regular cleaning service. A bold red-and-white stripe with the plant name identified three times ties in with the theme, "There's One Near You." Printed polyethylene bagging is used for the de luxe service.

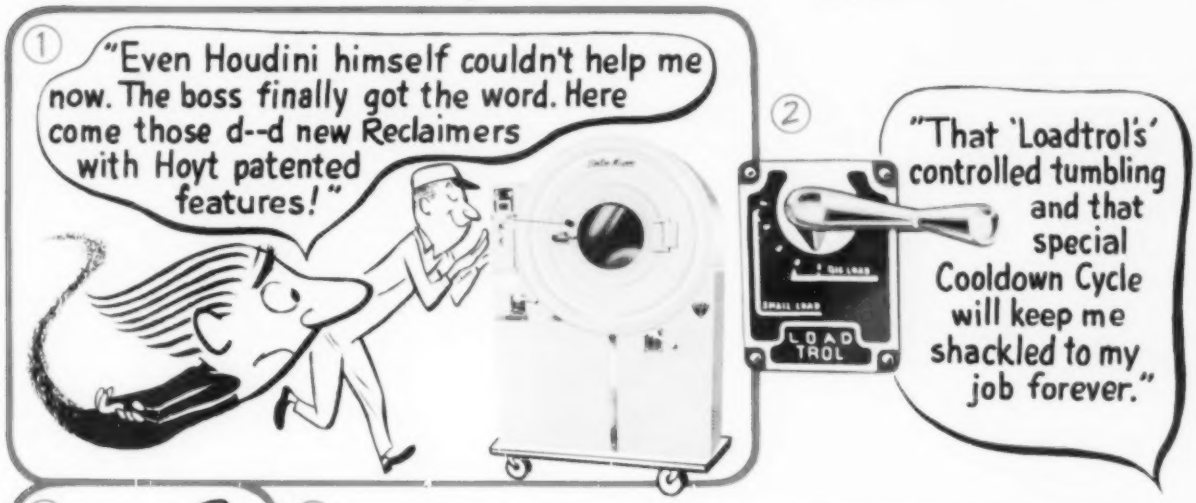
About 3 percent of yearly gross sales is spent for newspaper and radio advertising on a weekly schedule.

Each supply dollar is being used to better advantage since the plant was revamped, said Bob Sullivan. It operates with fewer people yet production has remained steady.

The revamping costs ran around $15,000. But it's already paying off in better production plus happier employees, who now have more efficient working conditions. ■ ■

"Aw Jeepers.. What a Pair!" Says F. P.*

*"Flighty Perc" (Valuable perc solvent vapors which were formerly air-wasted)



Reclaimers with Hoyt patented features, and "Sniff-O-Miser" enable you to recover "Flighty Perc" and slash your solvent costs 75% or more. Put this most modern equipment to work for you and enjoy amazing results. Write:

HOYT

WESTPORT, MASS.

FLASH

A **new, little** "SNIFF-O-MISER" for those small plants!

Dry Cleaners:
Profit by reading future episodes in the sly life of "Flighty Perc."

Am I burned up with Hoyt

rages a prominent distributor*.

Hoyt's ads are for the birds!

Here's Hoyt so hot developing new improvements that make the Westport II far and away the finest dryer on the market — yet he neglects completely to tell us about them. One of my own customers had to show me the three (3) big outstanding features of the Westport II Dryer.

- **The profit-saving Gas Miser**
- **The fantastically efficient "Loadtrol"**
- **The automatic, self-cleaning Lint Filter**

This triple combination makes the Westport II Dryer absolute tops in the field. Golly, the business I could have had — I hate to think about it! The appalling stupidity of some manufacturers makes me boil. Well, I've got the word now and my store sales sure have jumped!"

*Name on request.

HOYT WESTPORT, MASS.

"P.S. Now I know why my stores with Westports are so successful!"

DEEP PILE COATS

Continued from page 28

fur-fabric coats tend to hold a considerable quantity. In the cold drying, solvent was evaporated into the air and lost. The drying operation usually took an hour or so to complete one load of coats. Since recovery tumblers were installed, drying cabinets have been eliminated for furlike coats.

By eliminating the drying cabinets and running the garments in a cold tumbler the plant is able to save about 3 gallons of solvent on every 60-pound load during the busy season. This amounts to a saving of about $120 a month. Not only does this lower costs but the appearance and feel of the finished garments have been the source of many compliments from satisfied customers.

Garments are returned to the customer on wooden hangers without a paper or polyethylene bag. Tissue paper is placed over the shoulders of light colored garments. Bags have a tendency to put pressure on the shoulders and sleeves, causing matting, said Mr. Rice. However, route salesmen attach a garment bag to the hanger for the customers' use if they wish to cover the garments at home. Route salesmen are urged to tell customers that friction—even in bagging—will cause matting. # #

Book Review

Managers vs. Teamsters. By Fred De Armond. The Mycroft Press, Springfield, Missouri. $5.00.

A proposed solution for better collective bargaining between employer representatives and union negotiators is offered in this new book by a writer well known to the industry.

Examples are cited of various flexibilities in union contracts that give management an opportunity to handle unexpected circumstances as they arise. Strategies used by some companies and management groups to counter union pressure are also outlined.

The author also lists some of the most accepted ways for gaining mutual understanding with the union after a contract has been signed. For the benefit of nonunion firms, Mr. De Armond analyzes the International Brotherhood of Teamsters.

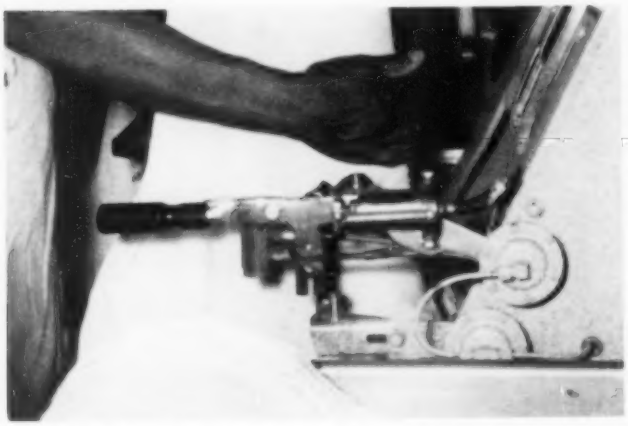
Management's problem is primarily one of political action and more persistent bargaining, according to the author. Good labor relations depend on state and national legislation. This hinges on who is sent to Congress and state legislatures. Mr. De Armond emphasizes that businessmen should be more actively interested in politics.

CHAPTER THREE

Exclusive! **ANOTHER "FIRST"** *in National*

1 Step one in sleeving is to grasp shirt collar to remove it from the damp box

2 Position of hands speeds up placement of sleeves on form



6 Hands are run down back of sleeves to smooth them

5 Make sure seams are straightened at this point

THE DRYCLEANER

Job description

THE TYPES OF FINISHING equipment, as we stated in an earlier chapter, range all over the map. For example, sleeve finishers alone are made in four different designs—with variations in each type, depending upon the manufacturer.

There are vertical cabinet sleevers, horizontal cabinet units, blower-type upright sleevers and two-lay horizontal presses. Cabinet units are fast and it is easy to train operators on them. But they also cost the most. You must figure your potential volume, available floor space and what you can afford to spend.

Be sure to do a little research on your own. When you shop around for

3 Left hand helps position sleeves properly

4 Next step is to fasten cuff clamps

7 Measuring device permits proper finish on any length sleeve

8 One quick motion removes sleeves from machine

9 Crossed-hands motion positions shirt for triple-head press on next operation

and Shirt Laundering

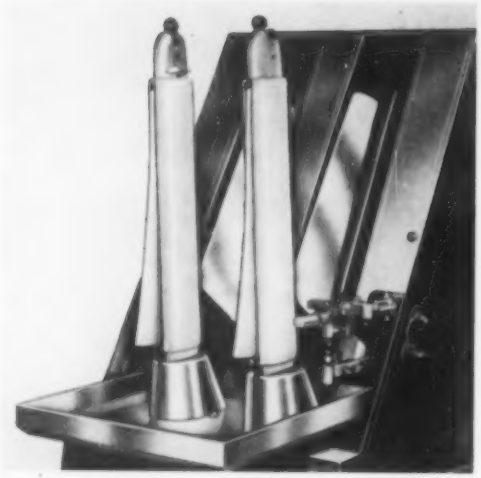
of sleeve finishing

a car, one dealer will point out all the advantages of his make and tell you all the bad features of his competitors' cars. And his competitors do the same thing to him. Just make certain that you get all the pros and cons before reaching a decision.

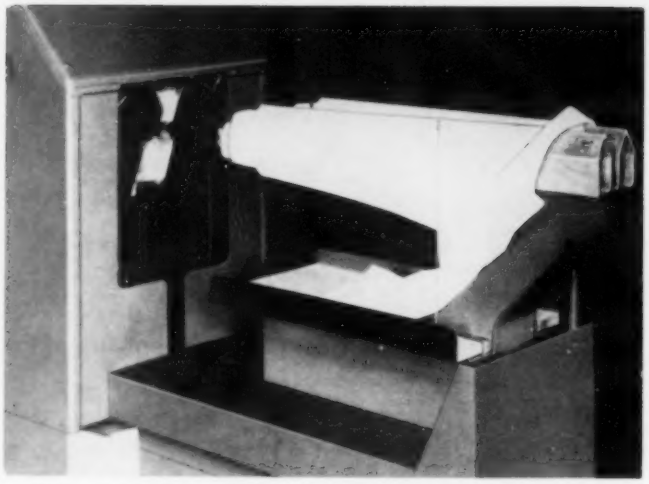
A cleaner going into shirt finishing is always a little more concerned about a quality job, too. He is used to turning out good pressing on all garments, but particularly sport shirts. A sport shirt that has been drycleaned is easier to press than a laundered shirt. The material is soft, pliable, and finishes better than a starched cotton business shirt.

Some drycleaners will stress the quality of sleeve finishing, others the bosom, and some even talk up the finishing on the sides of the shirt. That's why it is important for the new shirt launderer to take a good look at all units, all makes, and watch them operate under plant conditions.

Also, keep in mind the accessories you will need. These include shirt



A typical vertical cabinet sleeve finishing press



Some plantowners prefer a horizontal cabinet sleever (Breakdown 2)

racks, button machine, marking systems, nylon nets, shirt boards and bags. Too many owners say, "If I only knew then what I know now, I'd have done thus and so . . ." Think it all through with the help of your allied tradesmen. Most of the people who handle shirt finishing equipment will help you with your layout problems and the final selection of just what you need to do the job right.

Now, what equipment you install will determine the correct job description and breakdown for your particular unit. Since most finishing operations begin with the sleeving operation, here is what happens with the various types of equipment.

Job Breakdown: I. Upright Cabinet Sleever

This sleever has mechanical cuff clamps and also an automatic electric-eye measuring device. It has a padded buck of nylon flannel and slick nylon cover. The expander blades are covered with the same material.

For this sleever, the shirts are laid out label inside, with collar points together, facing the operator.

IMPORTANT STEPS and KEY POINTS

1. Take shirt from the damp box.

a. With the right hand grasp the shirt from the damp box in the area of the collar point. Swing the shirt in front of you, enabling you to grasp the opposite end of the collar with your left hand.

2. Place the sleeves on the form.

a. Move your arms forward, passing the shoulder of the shirt over the cuff clamps.

b. A slight downward motion will start the sleeves to go over the forms a few inches at this point.

c. With the left hand press down on the center of the yoke. This will put the sleeves completely over the forms.

3. Fasten cuff clamps.

a. With the right hand put the ends of the right cuff behind the cuff clamps, straightening the gusset if necessary with the left hand. When you have the cuff in this position press the cuff clamp knob to the right with the palm of your right hand.

b. Now go to the left cuff. With your left hand put the ends of the cuffs behind the clamp, straightening the gusset with your right hand. When the cuff is in this position, press the cuff clamp knob to the left with the palm of your left hand.

Note: Make certain that no part of the cuff is on the pressing area of the sleeve form.

4. Straighten seams.

a. Now move both hands to the lower part of the forms and take hold of the body seams about 4 inches below the armpit, pulling them taut, and making sure the sleeve seam is in line with the edge of the expander blade.

b. Now step on the expander blade pedal.

5. Smooth sleeves.

a. Moving hands around to the back of the sleeve forms, smooth both sleeves with a downward motion.

6. Measure sleeves.

a. Bring the right hand around to the measuring device, making sure that the guide or light, whichever is used, is on the shoulder seam. This allows the operator to press any sleeve, regardless of the length. Now press the button on the handle to activate the press.

7. Remove sleeves.

a. To remove the finished sleeve from the press, grasp the left cuff with the left hand and the right cuff with the right hand.

b. A slightly outward and forward movement will put the gusset toward the front of the forms, thus keeping them from becoming caught in the cuff clamps.

c. Pull the cuffs upward until the collar may be grasped with the right hand.

d. Now place it on the post—label up.

Note: If the sleeve operator is also operating the triple head, she will cross her hands when removing the shirts from the sleever, automatically turning the shirt label up in readiness for her collar operation.

Job Breakdown: II. Horizontal Cabinet Sleever

The name of this sleever is self-explanatory; it was designed with ease of operation in mind. The time of this machine is factory-set at 14 seconds. The timers on any presses may be set to the plant's requirements. If the operator is not ready for the shirt when the timer opens the press, you might better set it to get more drying time. On the other hand, sometimes cutting the timer down for a few seconds each day will help to bring the speed of the operator along. The average operator tries to be at her press when it opens up. She should be trained to do this.

Padding: Similar to upright cabinet sleevers.

With a horizontal sleever the damp box

8-STAGE HEAT CONTROL—Operator sets control for the heat he wants . . . and forgets it. Cissell's 8 FIXED stages of heat assure that temperature is positively maintained—and every drycleaner knows how important that is!

42" x 42" SIZE

FAST DRYING—Cissell Dryers in all sizes deliver large volumes of air for fast drying and complete deodorization.

COMPARE!

PROVE TO YOURSELF — THERE'S NO FINER DRYER

Separate motors for fan and basket.

When door is opened basket stops, fan continues to operate, exhausting vapors from room . . . keeping dryer area comfortable.

Cissell Drycleaning Dryers are modern in cabinet design. Install them side-by-side, yet retain complete accessibility of all parts for simple maintenance. Basket can be removed in less than five minutes. Double walls provide extra strength . . . KEEP HEAT IN BASKET. Perforations in basket shell are extruded to provide smooth surface. Air filters are standard equipment on 42" x 42". Every feature is a Cissell quality feature—known the world over. Check, compare!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

Consult Your Jobber

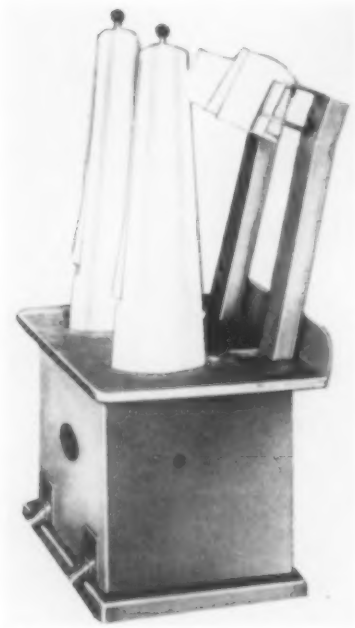
W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

CISSELL

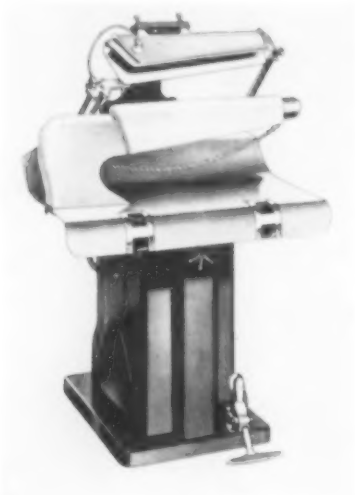
is always on the side with the operator. Her position is at the side of the machine. For this machine lay shirts out flat, label down, collars toward the operator.

IMPORTANT STEPS and KEY POINTS

1. **Take the shirt from the damp box.**
   a. Grasp the shirt with the right hand, bringing it over in front of the sleeve forms and at the same time grasping the opposite end of the collar with the left hand, centering the shoulders at the end of the forms.



The blower-type sleever (Breakdown 3) is easily maintained; sells for less than $1,000



This inexpensive unit requires two lays on each sleeve (Breakdown 4)

2. **Place shirt on sleeve forms.**
   a. With the hands still in this position pull the shirt forward until the sleeves are completely on the forms.

3. **Fasten cuffs.**
   a. Fasten first the left and then the right ends of the cuffs under the spring clamps.

4. **Straighten sleeves.**
   a. With the shirt in this position the underarm seams are usually on the edge of the expander blade, but if they are not, straighten them with the right hand. There is a little tension on the expanders which makes this part of the operation easy.

5. **Measure sleeves.**
   a. Step on the pedal with the right foot. This will allow the buck to move with the slightest touch. Now with the left hand at the collar, move the forms so that the shoulder seam is lined up with the measuring rod. Remove foot from pedal, locking sleeve forms in place.

6. **Start the press.**
   a. Press the knob which is to the left of the operator at waist level. This will send the forms into the cabinet.

7. **Unload.**
   a. Slip cuffs from clamps and pull sleeves off the press about 6 inches. Now place both cuffs in the right hand and, with the left hand on the collar, finish removing shirt from sleever. Drop cuffs, leaving the shirt in the left hand to be placed on the shirt post.

Note: When the preset timing cycle is over, the bucks will return to their original position.

Job Breakdown: III. Blower-Type Sleever

The blower-type sleever sells for under $1,000. It has a squirrel-cage motor that is activated by the last operation. The tapered sleeve forms are heated but are not padded. Since all shirt sleeves are not the same size and the sleeve forms must be standard, there is an expander blade which comes out to fill in the part not touched by the forms. Easily maintained; the gusset pads need replacing each six months to a year, depending on the use they get.

Assuming that the damp box is on the right side of the sleever, collar points facing the operator:

IMPORTANT STEPS and KEY POINTS

1. **Take shirt from the damp box.**
   a. With the right hand grasp the collar near the button, swinging the shirt in front of you, enabling you to grasp the opposite end of the collar with your left hand.

2. **Place the shirt on the sleeve forms.**
   a. Move the arms forward, passing the shoulders of the shirt over the top of the sleeve forms.
   b. With the left hand press with a downward motion on the center of the yoke, bringing both sleeves down on to the sleeve forms.

3. **Hold the cuff and straighten right sleeve.**
   a. With the left hand still at the center of the yoke, use the right hand to hold the cuff of the right sleeve together, keeping the sleeve tight so the gusset will lie flat.
   b. Making sure that the sleeve seam, which is a continuation of the side seam on the body of the shirt, is on the edge of the expander blade, push the black knob to the right with the palm of the right hand. This will bring the right gusset pad forward and also bring out the expander blade.

4. **Hold cuff and straighten left sleeve.**
   a. This time use the left hand for the cuff and the right hand at the center of the yoke.
   b. Again making sure that the sleeve seam is on the edge of the expander blade, push the black knob to the left with the palm of the left hand. This will bring the left gusset pad forward, bring out the expander blade, and start the blower motor.

5. **Remove sleeves.**
   a. To remove sleeves, push both black knobs to the center at the same time. This will retract the expander blades and release the gusset pads. Remove shirt by the cuffs.

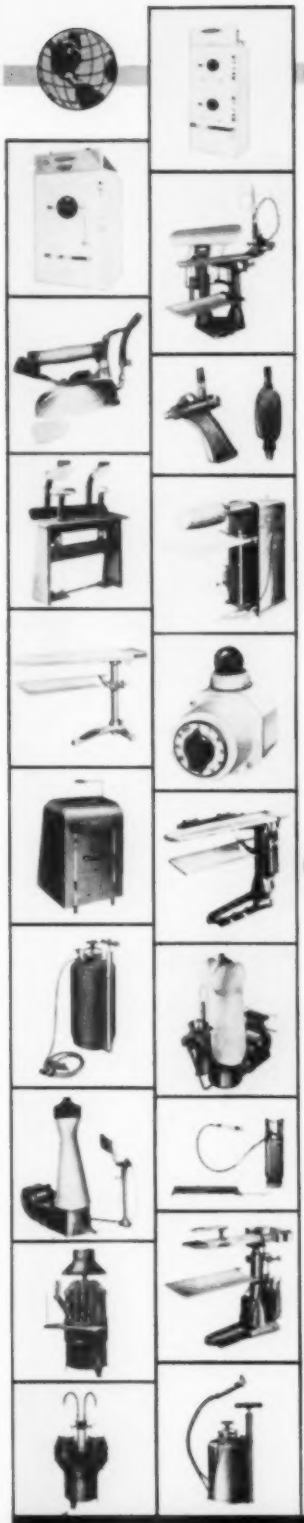
Note: Short sleeves may be finished on this sleever. Be sure that both sleeves are pulled down the same distance on the forms. Otherwise one will be stretched more than the other. When operating the expander blade hold thumb on seam of shirt until expander is all the way out.

Job Breakdown: IV. Two-Lay Sleeve Press

This type is called the two-lay sleeve press because there are two lays to each sleeve. It has a padded buck of nylon flannel and a slick nylon cover. It does one sleeve at a time with two lays for each sleeve. It gives a good finish and is used with conventional-type units where production is approximately 50-60 shirts an hour. This sleever is priced under $1,000.

Shirts for this operation are laid out collar points together and away from

Continued on page 84



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get amazing results with the

CISSELL VACUUM SPOTTING BOARD

CONCENTRATED VACUUM DOES IT! It has everything . . . dry, moist, or wet steam and a *concentrated vacuum*. Spot and dry large areas with ease. Cut wet-cleaning and re-cleaning to a minimum, eliminate feathering . . . sizing rings . . . discoloration . . . "blow-off" with dry steam. For quality work, provide your operators with *the best in spotting equipment!*

Powerful concentrated vacuum . . . on tips of both spotting board and swinging sleeve board—keeps wetted areas under control . . . provides rapid drying in "dry" spotting. When solvents, soaps, bleaches are necessary, the white vitrolite top is unexcelled—its white surface enables spots to be seen with ease.

Stainless Steel pan with fine nickel screen on tips of both spotting board and swinging sleeve board . . . sturdy, cast iron base . . . compressed air connection for hot air . . . height adjustable to suit operator.

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Consult Your Jobber

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Every garment, whether an adult's or a child's, gets close scrutiny before delivery

The Plant That Quality Built

Strict adherence to a principle helped it flourish through four decades

By **LOU BELLEW**

In charge of paid repairs, Mae McMullin has 22 years experience with the firm, can alter any garment

Plant manager, Leonard Lee, points out curtains tied with a pink ribbon, ready for delivery to customer

"TIME MEANS NOTHING" could well be the slogan of the famous old Averill-Morgan Co., Inc., in Hollywood, California. Since 1923, when Kathleen Averill founded the business, there has never been any question that its finished product is the ultimate in quality. Even the present-day employees would be thoroughly aghast at the mere suggestion that any other plant could possibly produce comparable work.

Kathleen Averill, who founded the company with a partner named Morgan in 1923, must have been a remarkable woman indeed. When her partner failed to agree with her high standards of quality, she bought his interests six months after the company was formed and proceeded to operate it most profitably until her death at the age of 87. She never compromised where perfection was the goal.

It is said that Mrs. Averill became a bride at 18 and was widowed at 19. She never remarried. Her drycleaning career began in 1905 when she went to work as a counter girl for the famous City Dye Works in Los Angeles, then the largest organization of its kind in the West, with 100 employees. In time Mrs. Averill became private secretary to the owner, and because of his frequent absences practically ran the plant singlehanded. In 1923 she formed her own company, dedicated to serving what was then known as the carriage trade with a superior type of drycleaning.

Continued on page 46

Better stain removal means better business

New from WILSON

... house of stain removal specialists

NEW FORMULA

QwikGo®

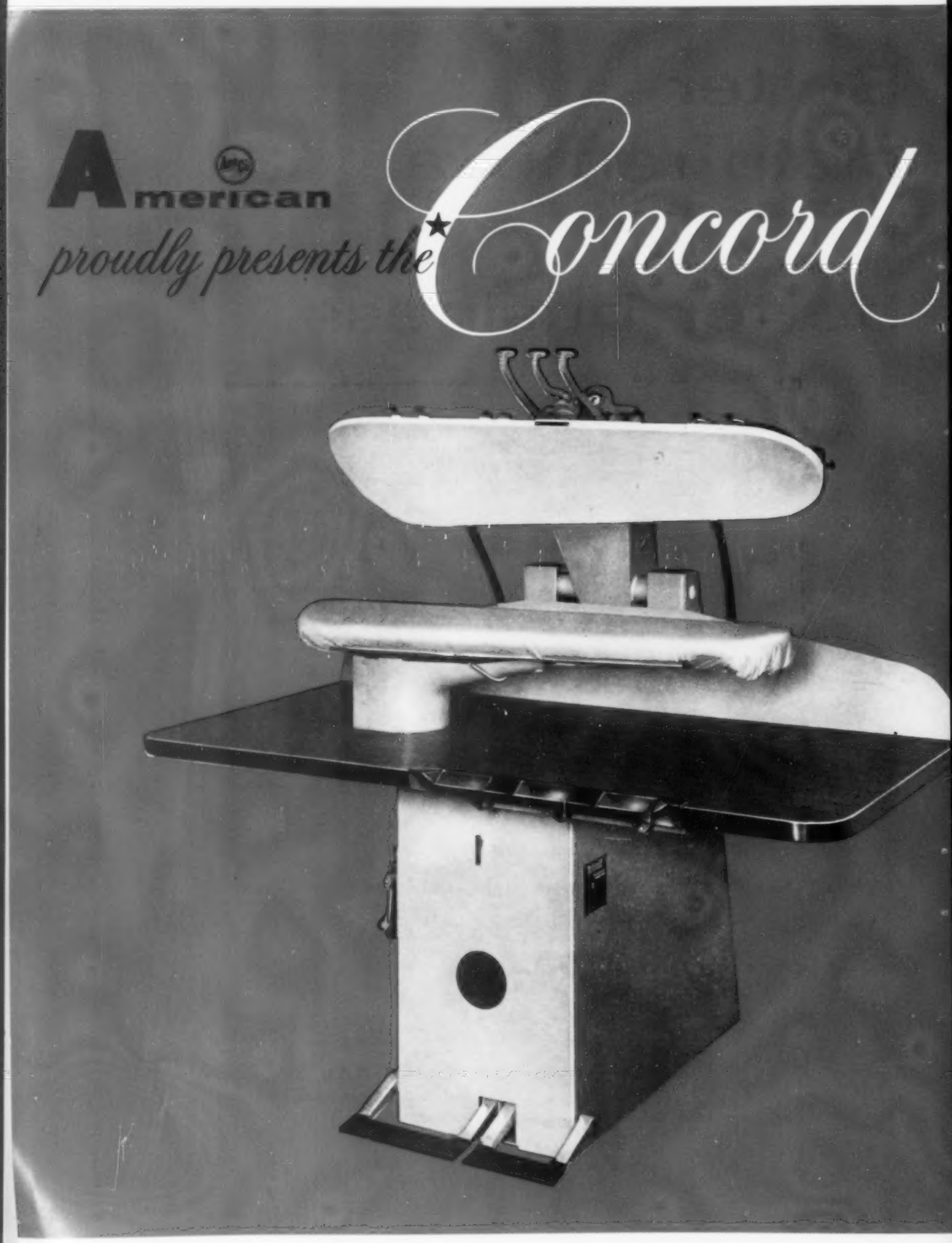
BLOOD and ALBUMINOUS STAIN REMOVER

Packed in handy plastic squeeze bottle with controlled-flow spout

For *thorough* removal of spots and stains . . . the kind that wins new customers, holds old ones . . . use Wilson "GO"-line products. Stocked by leading jobbers throughout the world.

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY

"Stain Removers are our only business"


American
proudly presents the Concord

so fast

because it's

so easy

to use!

In the new CONCORD air-operated dry cleaning press, American presents an ideal concept in high - production finishing — *speed through convenience!*

A host of completely new and unusual features make every motion quick and easy— enable operators to work at exceptionally high speeds *for long periods of time without tiring!*

But, seeing is believing. Check these outstanding features, then see the new CONCORD in action! Have your nearby American distributor arrange an on-the-spot demonstration, or mail the coupon for complete details.

AMERICAN CLEANERS EQUIPMENT COMPANY
Division of The American Laundry Machinery Company
Cincinnati 12, Ohio

You get more from

American Ace Co.

American Cleaners Equipment Company ACE-9
Division of The American Laundry Machinery Company
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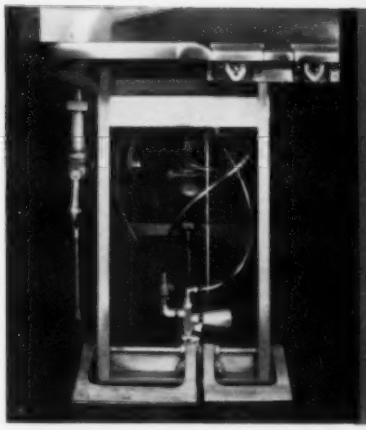
I'd like to know more about the new CONCORD air-operated press.

Name_____

Care of_____

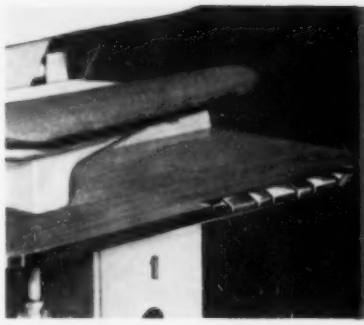
Address_____

City_____ Zone____ State_____



FEWER MOVING PARTS

in the new simplified design. Valves and similar parts are readily accessible for fast, easy maintenance. Virtually eliminates downtime.

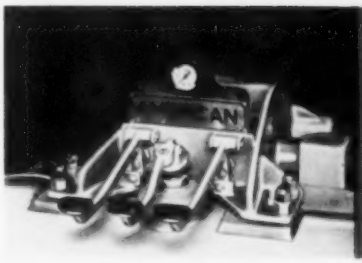


TWO HEAD-CLOSING SPEEDS.

Center finger-touch table control for special slow speed to eliminate mussing delicate lays of fancy or pleated garments. Dual outer finger-touch table controls for normal high speed.

EASY-TO-REACH CONTROLS

for lowering head are conveniently located off-center at closest point to where most lays are made—always within easy reach of either hand.

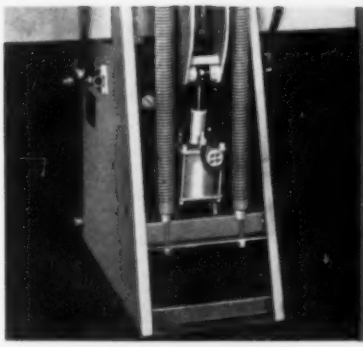


EASY-TO-READ PRESSURE SELECTOR,

conveniently located at eye level behind finger levers on head, enables operator to instantly select exactly the right pressure for any type of fabric.

FLOATING HEAD

automatically compensates for varying thickness of padding and work being pressed. Head automatically adjusts for zero contact with buck.



NO HYDRAULICS—

no messy oil leaks. Air snubber integral with pressure cylinder for maximum simplicity, minimum maintenance.

These two spotters have a total of 24 years of service for Averill-Morgan between them

All drapes and curtains are hand-finished in this plant

Continued from page 42

Today the plant is physically much the same as it was even in 1931—too much unused space, and a certain quiet that is slightly disconcerting to one used to the hustle and bustle of most modern drycleaning establishments. The answer lies in the enormous amount of hand work that goes into the elaborate finishing process. It's the result that counts.

In March of 1959 the firm of Averill-Morgan was purchased by Tom and Bob Larsen who own and operate Sanitary Laundry & Drycleaning Co. of Santa Ana. Tom Larsen has assumed managership of the new property and foresees no change in policy for the future. The traditional quality standards will be rigidly maintained with no major changes in the over-all operation of the business.

Over the years the employees of Averill-Morgan have become thoroughly imbued with the idea of the firm's superiority in the drycleaning field. As a result the selling duties of the route salesmen and the counter girls are greatly simplified. Their discussions with the customers are in a most polite vein, but never tinged with a hint of apology about any item processed by Averill-Morgan Co., Inc.

Neither is there ever any apology for prices. Every employee knows of the infinite care taken with each garment in every stage of the processing, and if a customer wishes the finest of service he should be willing to pay the price that has been established as proper.

Prices for men's suits begin at $3 and a charge of $3.50 is made for men's silk suits, gabardines and cashmeres. Sport coats, trousers and sport shirts bring $1.50. Dresses are priced according to the new garment's cost, plus labor, which starts them at $3.50. Blankets, hand-carded and with the bindings hand-ironed, are $3.50. The average charge for an evening dress is $12.50.

Many of the famous entertainers in Southern California are regular customers of Averill-Morgan but the greater volume comes from leaders in the business world. Entertainment figures spend a majority of their time away from home and so are not a consistent source of business. However, when they are home their orders may hit $300 or $400 at a time.

It is understandable why these busy business and professional people will tolerate nothing but the best, and rely on Averill-Morgan to provide just that. With their busy social schedules they expect a garment to be ready for wearing as soon as it is taken off the hanger, and to pass close inspection by their discerning friends. There just can't be a loose button, a noticeable wrinkle or a torn seam . . . or a good customer is lost.

Routes

There are six routes covering the most exclusive residential areas of Los Angeles and its suburbs within a 15 to 20-mile radius of the plant. One routeman, Paul Griffin, has been with the firm for 20 years, while Lee Pendergrass has 18 years of service, and the newest man has worked just two years. All are top men, capable of intelligently discussing the various fabrics with their customers. Exceptionally neat and well groomed, most of the route salesmen prefer to wear business suits on the routes during the winter, although sometimes it's sport coats and slacks.

To these men it is almost routine to pick up Christian Dior and other original creations that in many cases cost the customer the price of a new car. In any event, the men know enough about the garments to discuss their proper handling.

As pickups are made, the routeman closely inspects each garment, writes a report on its condition, and asks about unusual spots that might be difficult to remove. Soliciting new business on the routes is hard to do

SHELL SOL 360 and 36

designed exclusively for dry cleaners

low odor... low cost... reduced tumbler time

1. Cut tumbling time up to 50%.
2. Avoid adverse effects of high tumbler temperature without sacrificing production.
3. Eliminate residual odor problems.
4. Meet all Stoddard Solvent specifications.

Approved by the National Institute of Dry Cleaning and Underwriters Re-Examination Service.

OTHER DEPENDABLE SOLVENTS

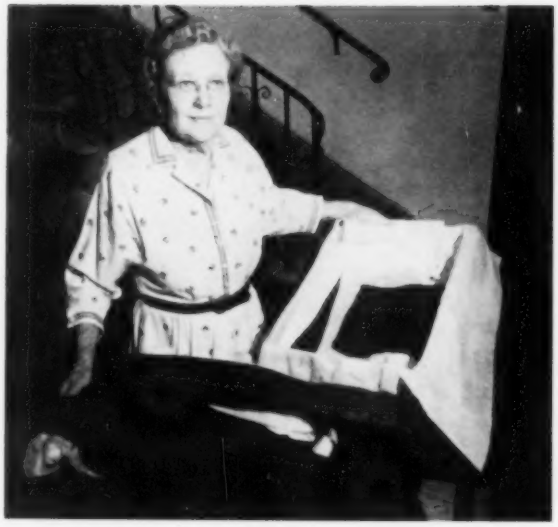
SHELL SOL 105	SHELL SOL 140 and 14
Regular Stoddard Solvent	where 140° F. flash point is required

SHELL OIL COMPANY

50 WEST 50th STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA

SHELL

Distinctive lettering on truck has been a company trademark for nearly 40 years



Tissue is used to pack out-of-town orders which represent a substantial part of company's volume

Route sales are as important today as they were in 1931

since it is difficult to get past the maids in these homes. Most new customers phone in, thanks to word-of-mouth advertising by satisfied regulars. Many patrons are recommended by the more exclusive department-store and dress-shop personnel who are most anxious that the garments receive proper treatment so the customer will stay pleased with them.

Over the counter

Although the plant is on a side street and not too easily found, there are still many old customers who insist on bringing in their own work, and most of them ask for "Marg." They refer to Marguerite Thomson who has been counter girl at Averill-Morgan for the past 26 years. Listed among her wide circle of friends, besides customers, are leading department-store officials and their employees who find Marguerite a quick source of information where fabric problems are concerned.

Cleaning

Garments are most carefully classified and cleaned in small loads, with considerable attention given to having only garments of the same color and type in the same load. Conventional equipment is used with a charged system . . . and a lot of care. The best description for the process is the phrase of cleaner Sam Penigar, who said, "No hurry." And he meant it.

Spotting

Wool spotting is done by James Valdez, who has been here 10 years and is a licensed plant operator in his own right, besides being efficient at fancy spotting.

Jewel Fahey, who is said to be one of the best silk spotters in the business, has worked here 14 years. Jewel is well known among operators of the better dress and department stores in the Hollywood and Los Angeles area since most of them send her their spotting problems. They refer to her as the "spotter who can do the impossible." In the spotting department, as in all other parts of the plant, the rule is "Take whatever time is needed, but do the job right."

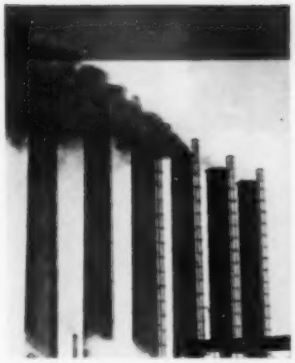
Finishing

Here is where the Averill-Morgan reputation is upheld. The finishing is simply beautiful. On men's suits, no matter what the material, there is no shine and not even a suggestion of a seam impression. Trousers are actually turned wrong side out and the seams pressed flat with a hand iron. Cuffs are brushed at the time of classifying, and the wool spotter uses an air hose to remove any trace of lint from under the tacked area before releasing the trousers to the finishers. All linings of coats, of course, are hand-ironed. All seams and buttons are inspected and repairs are made if there is the slightest indication of a flaw.

Even the chance of a hanger crease in the trousers is eliminated by hanging them full length from a hanger for delivery. Suit coats go out on wooden hangers covered with heavy curved pieces of cardboard that jut beyond the end of the hanger to fully support the shoulder pad of the coat and prevent the shoulder from sagging.

On ladies' garments, as on men's clothing, the preliminary finishing is done on conventional equipment, but there follows an extraordinary amount of hand ironing before the finishers are fully satisfied. The pinned-on identification tags are removed and the pinned area is carefully pressed

Continued on page 84



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This is one of Columbia's important BONUS PERFORMANCE EXTRAS that add up to sizeable yearly savings. Columbia's proven design, simplified construction and conventional type gas burning equipment and controls eliminate the necessity for specialized or expert service. And complete, clean combustion results in less cleaning and, of course, Columbia's lower maintenance costs. For additional facts about Columbia's Bonus Performance EXTRAS, just fill in and mail the coupon. No obligation, naturally.

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Please send me your free booklet giving performance facts on and possible savings with the Columbia H.R.T. boiler.

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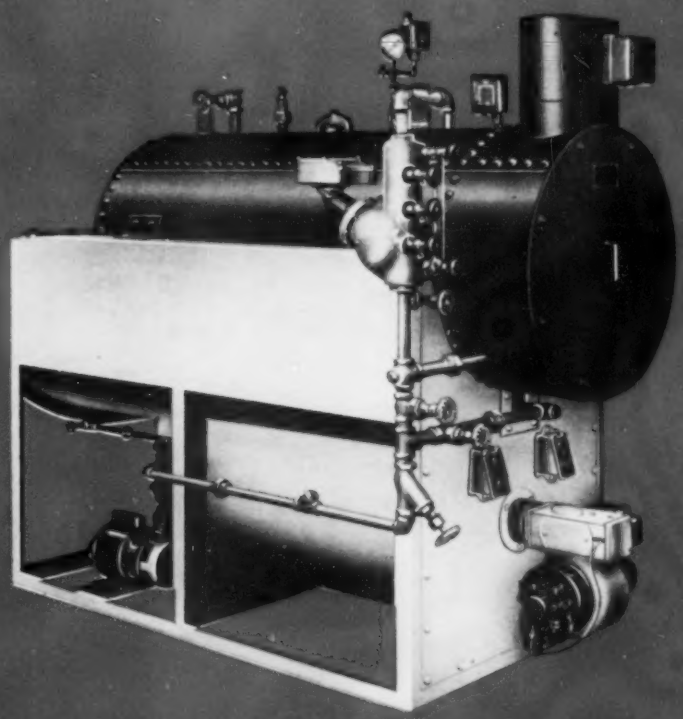
COLUMBIA



*Horizontal Return Tubular Type. Suitable for firing by gas, light or heavy oil, or for interchangeable firing by gas or oil. Available in sizes from 2 to 100 HP.

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SEND FOR
NEW BOOKLET—
"The DARCO Method
for Purifying Modern
Drycleaning Baths."

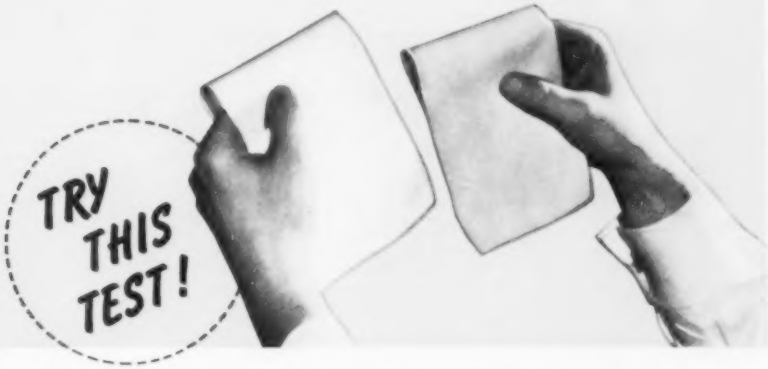
SOLVENT STAIN LOSE CUSTOMERS!

When the belt that "stayed home" looks brighter than the "cleaned" dress—that's *solvent stain*. It's caused by colors and fatty acids which have been allowed to build up in your bath and redeposit on garments. Solvent stain causes dingy looking work—can lose you customers!

USE PREMIUM DARCO® DAILY

Keeps your bath clean • A dose of high-powered Premium DARCO every morning stops solvent stain, cleans out colors and non-volatiles. Saves soap and solvent . . . practically ends distillation. Cuts filter clean-out time and labor.

Super-activated Premium DARCO was developed especially for modern charged soap systems by DARCO, leader in drycleaning solvent purification for over 35 years. Premium DARCO is particularly useful with the new, light-colored detergents which quickly show soil build-up. Easy, accurate and clean to use in the one-pound power pack. Order Premium DARCO from your nearby distributor . . . *and use it every day.*



1 Tear a clean piece of white rayon or cotton in half

2 Run one piece through your washer

3 Dry it, press and compare with the other piece

If the "cleaned" half looks gray, that's solvent stain.

Call on Premium DARCO!

made by **ATLAS POWDER COMPANY** Wilmington 99, Delaware

By JOSEPH C. McCABE

How To Install and Care for Steam Traps

Here are basic facts that will help you save money

IN ALMOST EVERY drycleaning plant across the land you'll find traps of one kind or another hard at work. Certainly one of the more common variety is the inverted bucket trap (Fig. 1). A quick view of some of the more frequent difficulties these units can give and some of the more usual causes are given in Fig. 2.

Several years ago we came across Fig. 3*, which was employed by several engineers in describing certain general precautions to use in applying traps. The reason we show it here is because proper installation has as much to do with trap care as any combination of other factors and, what's more, carries equal weight no matter whose trap you use.

The following are some general rules of thumb to use with Fig. 3 as a guide: *Continued on page 56*

*"Techniques in Specifying Traps," by W. J. Fadden, Jr., and John W. Walker, *Consulting Engineer*, September 1957.

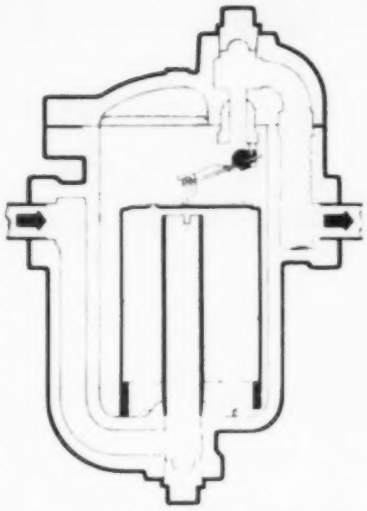


FIG. 1. Bucket trap. When trap is properly installed for operation, inverted bucket is down as shown and valve is wide open

FIG. 2. Clues to fast trouble shooting

TROUBLE	OBSERVATION	CAUSE
NO DISCHARGE	COLD TRAP	**1. Pressure may be too high** (a) Wrong pressure originally specified. (b) Pressure raised without changing new pressure requirement assembly. (c) Pressure regulating valve out of order. (d) Main steam gauge reading too low. (e) Trap orifice enlarged by normal wear. **2. No steam or water coming to trap** (a) Clogged strainer ahead of trap. (b) Broken valve in line ahead of trap. (c) Pipe line or fitting plugged. **3. Bucket vent filled with dirt** (a) Efficient strainer not installed. (b) Bucket vent may need enlarging. (c) Bucket vent scrubbing wire should be installed.
NO DISCHARGE	HOT TRAP	**1. No water coming to trap** (a) Trap may be installed above leaky by-pass valve which allows discharge around trap. (b) Broken or damaged pipe in siphon drained cylinder. (c) Vacuum in water heater coils may prevent drainage. Installing a ¼ inch check valve as a vacuum breaker between steam admission valve and heater coils will correct this fault.
TRAP DOES NOT DISCHARGE	HOT OR COLD TRAP	**1. Worn or defective mechanism** (a) Any trap operating efficiently will require repair or parts replacement at regular intervals. (b) Trap body may be filled with dirt preventing the opening or closing operation of the trap.
TOO MUCH DISCHARGE	LIVE STEAM SHOWS	**1. Valve may fail to seat** (a) A piece of scale, pipe cutting, or other foreign material, may have lodged in the trap orifice. (b) The seat may be worn so that a positive closing of the trap cannot be obtained. **2. Trap may lose its prime** (a) Sudden or frequent drops in steam pressure can cause a trap to lose its prime. (b) The installation of a check valve is usually indicated by this trouble. (c) The trap may be installed above the unit or line that it drains. (To check the trap mechanism—close the inlet valve for a few minutes—then open it gradually. If the trap catches its prime, indications are that the trap is working properly.)
SLUGGISH HEATING	UNIT FAILS TO HEAT	**1. Faulty trapping arrangement** (a) One or more units may be short-circuiting. A trap should be installed on each unit. **2. Trap may have inadequate air-handling capacity** (a) A larger trap may be required. (b) The installation may require a thermic unit. (c) The trap may not be designed for the type of work. Manufacturer's recommendations should be followed.
TRAP DOES NOT CLOSE	LIVE STEAM SHOWS	**1. Trap as installed too small for job** (a) Larger trap should be installed. (b) Additional traps to provide required capacity may be installed in parallel with existing one. (c) Installed trap may be a high pressure type whereas a low pressure one is required. **2. Abnormal water conditions** (a) Boiler may foam or prime throwing large quantities of water into steam lines. (b) The steam separator may be too small or not in good order. (c) Feed water treatment may not be thorough enough to eliminate impurities that carry over into the steam lines. **3. Trap fails to operate when connected** If trap operates satisfactorily when discharging to atmosphere but trouble is encountered when connected in return line, back pressure may reduce capacity of trap. (a) If trap is hot: return line may be too small; other traps may be blowing steam; vent to atmosphere in receiver may be plugged. (b) If trap is cold: vacuum in return line may be excessive. (c) If trap is hot or cold: there may be an obstruction in the return line.
IMAGINARY	STEAM FLASHING	**1. No trap fault** If it appears that steam escapes every time the trap discharges, remember: Hot condensate forms flash steam when released to lower pressure, but flash steam usually condenses quickly in the return line.

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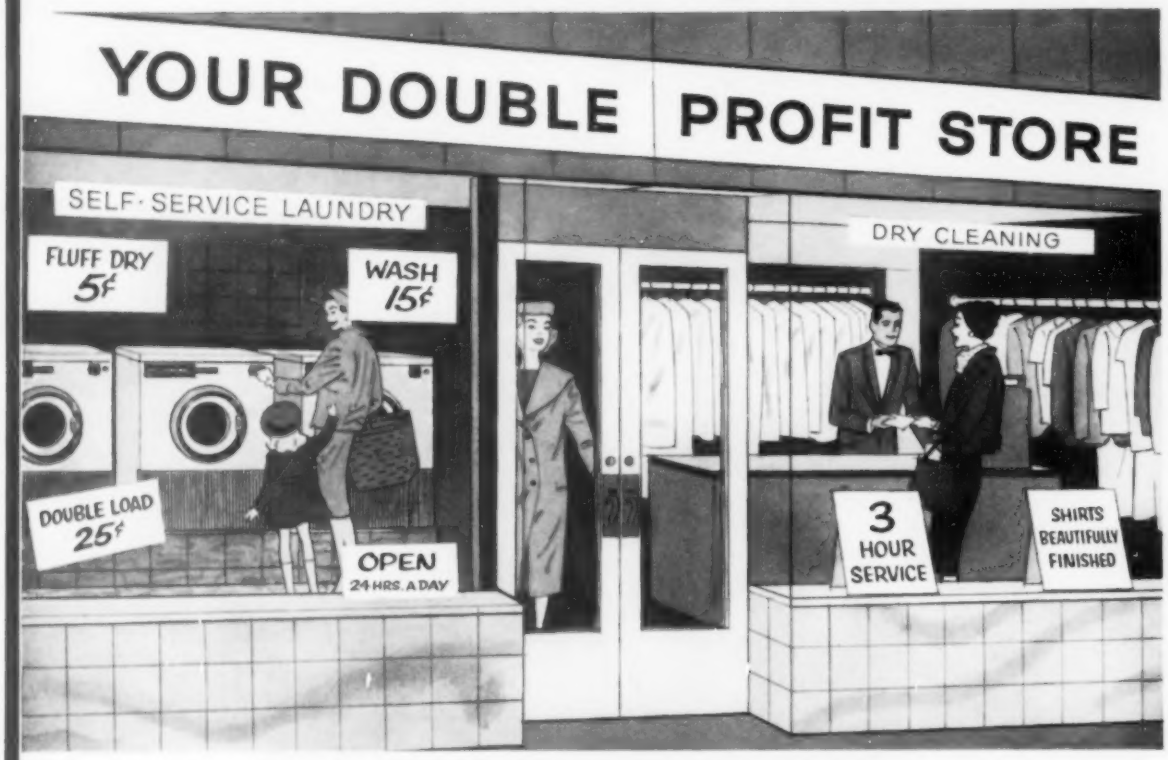

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NEW PROFITS FAST! The coin laundry business is one of the fastest-growing businesses in the country. And no wonder. It is strictly a cash business. Stores equipped with Philco-Bendix Double Load Washers offer customers up to a 65% saving over attended wash-and-dry service. Customers simply come into the store, wash and dry their clothes and leave. Stores can stay open 24 hours a day, seven days a week.

DRY-CLEANING PROFITS UP! Up as much as 40%. Proved by actual Philco-Bendix "Double Profit Plan" installations – either in a section of the dry-cleaning plant or in an adjoining or nearby store. Best of all – dry-cleaning customers build traffic for the laundry store, laundry-store customers raise dry-cleaning volume.

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ACT NOW! Contact your Philco-Bendix Commercial Laundry distributor or send the coupon below for the name of your distributor and complete information on all phases of planning, financing and promoting a "Double Profit Plan" installation. Send the coupon today!

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double your profits

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Equip your store with the most profitable machine – the New Philco-Bendix Double Load Commercial Washer

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BUILT FOR COMMERCIAL USE – Only Philco-Bendix gives you a complete line of commercial washers engineered for coin use. The new Double Load Washer has a *built-in* mechanical coin meter – it is *not* tacked, wired or stuck on. The coin vault is hidden for maximum security. Every part is built for years of rugged service with a minimum of maintenance.

EXCLUSIVE OPTIONAL PRE-SOAK CYCLE – Only Double Load Washers give customers a choice of a pre-soak cycle for heavily soiled clothes or a shorter cycle by eliminating pre-soak.

CUSTOMER CONVENIENCES – New cycle signal lights tell customers at a glance what cycle the machine is in – an important feature to keep machines from standing idle.

DOUBLE CAPACITY – A Philco-Bendix exclusive. The new Double Load pre-soaks, washes and triple-rinses twice as many clothes as ordinary-size washers . . . all automatically.

OUTSTANDING WASHABILITY – Exclusive Philco-Bendix "Big Drop" plunges clothes over two feet into sudsy water–assures a sparkling wash job that will bring customers back again.

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☐ the new Double Load Commercial Washer . . . also the name of my local distributor.

*Name*_____

*Address*_____

*City*_____ *Zone*_____ *State*_____

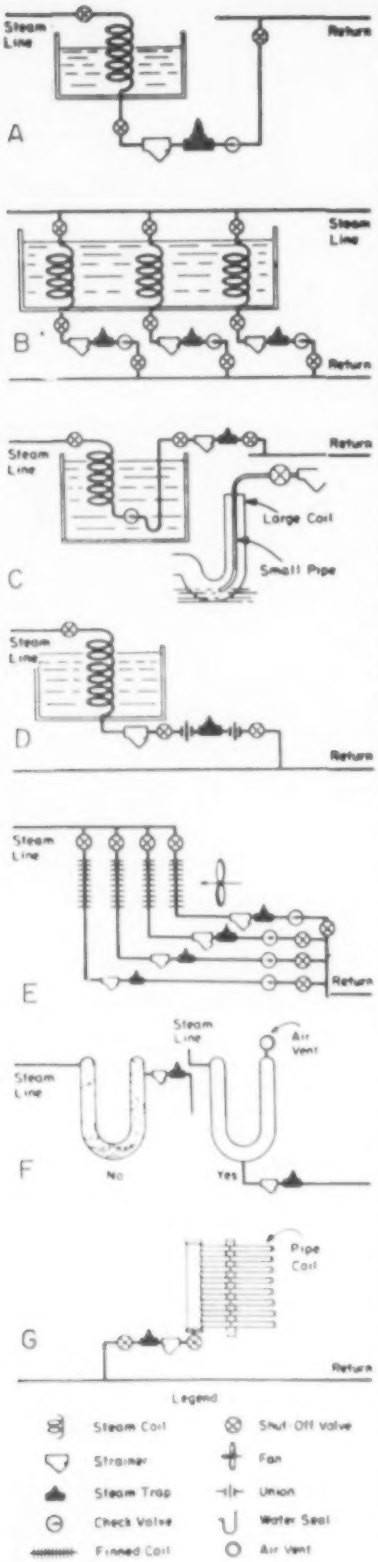


FIG. 3. Suggested ways to install your traps properly

Continued from page 52

1. Always make sure there is ample room to get at a trap for inspection or replacement.

2. Put the trap in at the lowest point in the system it will serve.

3. Pay the cost of a fine mesh strainer to go in ahead of the individual traps.

4. Blow out all your piping system under a full head of steam to remove filings, welding beads, miscellaneous debris in the line before you put in a trap. Otherwise the debris will wind up in the trap and either shut it down completely or upset its desired operation.

5. Pay attention to the directional markings displayed on the trap bodies or nameplates. They indicate the flow connections, so make sure you follow them.

6. As a precaution install shutoff valves on either side of a trap so you can pull it out of the line if you find it not working or you can operate on it without fuel shutdown.

7. We recommend a single trap for each and every piece of equipment even though all drain to a common line.

8. If condensate needs to be lifted, a check valve (A of Fig. 3) between trap and riser protects the trap against backwash and must be included.

9. Inlet lines to traps should always be pitched so that they remain full of condensate and hence will prevent steam binding and water hammer.

10. In all but the most unusual cases the trap should be installed as close to its equipment as possible.

11. When more than one trap (B, Fig. 3) drains into a common return line, install a check valve between each trap and the return. Such a precaution similar to (8) above prevents reverse flow in case one or more units are shut down.

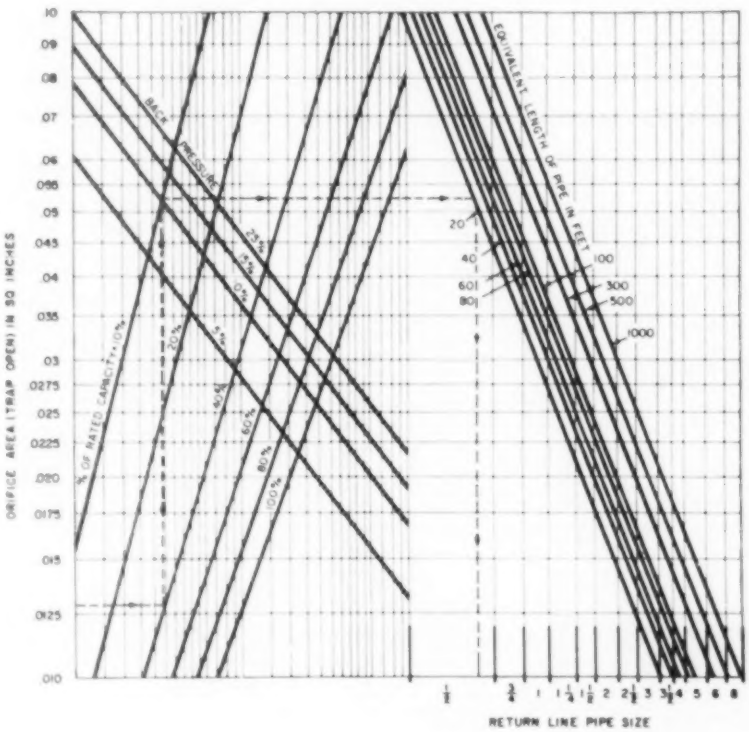
12. We suggest unions on either side of a trap to make the trap removal easy.

13. Never employ a smaller size pipe than the trap connection size. But by the same token, don't pick your trap size to meet the size of the drain on the apparatus. The apparatus manufacturer has sized his drain to permit you a latitude in selecting your own trap equipment.

14. Lay out your piping so that

Continued on page 60

FIG. 4. Chart for finding return-line size. All return lines must be kept large enough to prevent excessive back pressure



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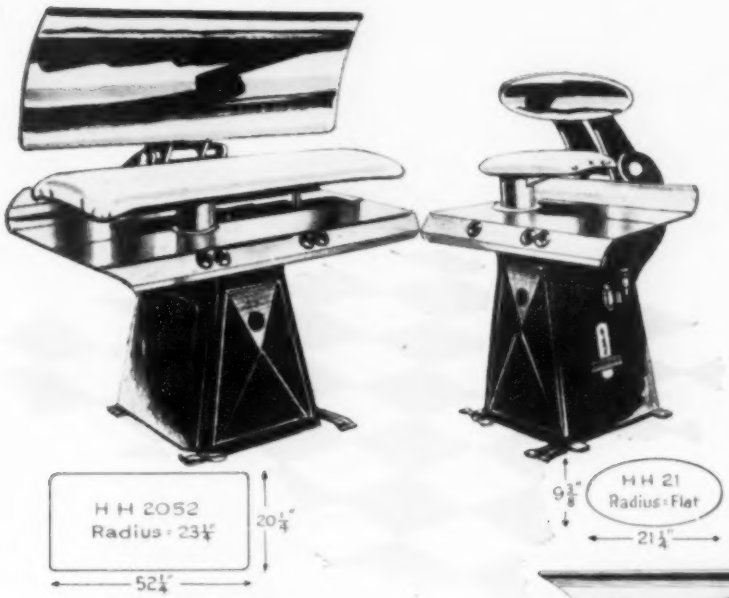

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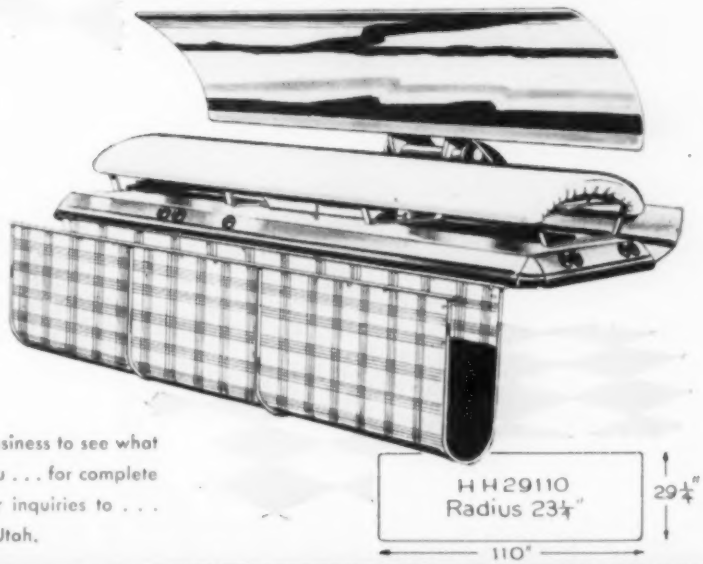

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For best results, Hyflo* filter aid should always be used with Hysweet. Together, the two permit longer cycling and sweeter solvent, free of both solubles *and* insolubles.

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fatty acids...*and* save money

HYSWEET

For the location of your nearest Hyflo-Hysweet dealer, write today. Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

*Hyflo and Hysweet Trade Marks Reg. U. S. Pat. Off.

JOHNS-MANVILLE JM PRODUCTS

NOW!
Faster—Stronger—Low Cost Poly Packing with
RACK 'N ROLL
garment bags

FASTER!
- INSTANT RELEASE! new square-edge rolls never warp, creep, telescope!
- INSTANT SEPARATION! patented snap-type perforation ends rips, tears, waste!
- INSTANT OPENING! every bag pre-opened, pre-tested at the factory!

STRONGER!
Made of miracle POWER-THENE, Rack 'N Roll poly bags are TWICE AS TEAR-RESISTANT as other bags now in use!

NEW!
- Snap-A-Bag—*individual* garment delivery bags at amazing low cost!
- Storage Bags — extra-weight poly bags for heavy-duty use!

YOUR CUSTOMERS STILL WANT POLY PACKING!
Recent surveys prove the overwhelming majority of consumers still prefer poly-packing to old-fashioned methods!
PLAN AHEAD! ORDER RACK 'N ROLL HOLIDAY BAGS NOW!
Special for the holiday season—Rack 'N Roll poly bags gaily printed with colorful Christmas designs. Call your franchised Rack 'N Roll distributor for details today!

RACK 'N ROLL
sold through franchised dealers from coast to coast
a product of
TECHNICAL TAPE DISTRIBUTING COMPANY, INC.
240 North Avenue, New Rochelle, New York

Continued from page 56

even if you have to lift condensate the return line (A of Fig. 3) is no higher above the trap than the apparatus discharge-line pressure can lift condensate. As a general rule, multiply the lowest this discharge pressure gets by two to get the maximum allowable feet of lift.

15. When a string of equipment is in series (B of Fig. 3) install larger traps on the first and possibly the second piece of equipment as far as air handling capacity of these traps is involved.

16. If a trap has to be installed at some point above the lowest point of the apparatus (E of Fig. 3) install a water seal to prevent steam binding. Along with it, put in a check valve to avoid back flow.

17. Make certain the return line serving a number of operating units (E of Fig. 3) is large enough to handle all discharges so there will be no buildup of back pressure. Figure 4 is a suggested guide in determining return-line pipe size.

Testing methods

Over the years a number of testing methods have been devised for testing traps. There are a number of very reliable arrangements; the most frequent is a temperature test. Obviously, if the temperature is essentially the same on both sides of the trap, the trap is not performing.

The pyrometer, a long-proved device, gives you exact information on the temperature at either side of the trap. Filing or otherwise baring the metal on both inlet and discharge lines allows the pyrometer leads to make a good contact. If inlet temperature is near steam temperature at the inlet pressure and the outlet temperature corresponds closely with that for the return-line pressure at discharge, then the trap is working well. A pyrometer also will register rises and drops on the discharge side of the trap as it undergoes intermittent operation.

Crayon of a selected make-up can be purchased and applied to a trap body. By selection of a crayon with a melting range that matches the trap-inlet steam pressure, any melting will indicate the trap is on the verge if it is not already passing steam.

Less accurate but fairly reliable checks of a trap's operation can be had by listening to the trap parts' movements under operation. The so-called stethoscope method applies a device similar to the doctor's heartbeat instrument to the side of a trap so the clicks can be clearly heard.

We have seen several homemade devices using this same scheme. One such reported was the use of an old oil can with its spout removed and a metal rod welded to the opposite end. The welded rod carries the noise to the bottom plate of the old oil can;

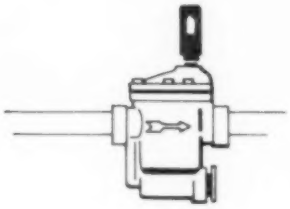


FIG. 5

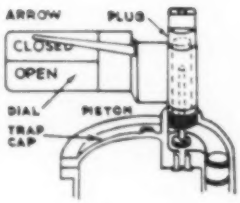
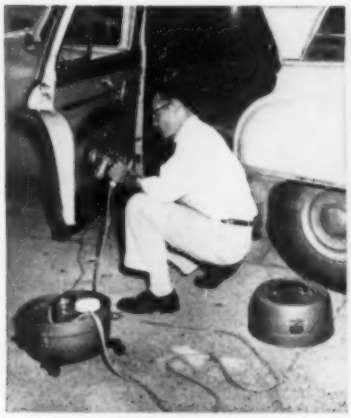


FIG. 6

YOU CAN EARN $15 to $50 extra money

in "on-location" jobs!



CAR INTERIORS

CHAIRS AND DAVENPORTS

Figure it this way: if you charge $15 for a davenport and chair . . $25 for a car interior . . $5 for a flight of stair carpeting . . . how much extra money could you earn today with the new Multi-Clean "PROFESSIONAL" Upholstery Cleaning Unit? It could be $15, $35 or $50 extra. On many jobs you will double your money.

The "PROFESSIONAL" is a compact, all-in-one unit you can take along on every rug and carpet cleaning job. And the extra money it earns involves no extra cost to you for selling, transportation, or setting up for the jobs.

First, you'll use the "PROFESSIONAL" for better faster finishing of wall-to-wall carpet jobs. Its small, lightweight (only 6 lbs.) cleaning head gets into tight corners . . . curved, irregular surfaces . . . all hard-to-reach areas. Second, it scrub-shampoos upholstered furniture swiftly, safely, beautifully.

The cleaning head contains pump, finger-tip controls, and motor which powers the 5-inch nylon brush and the pump at non-splattering speed. You can start, stop, feed shampoo at will. Tank, built into carrying case, holds 2¼ gallons of shampoo.

Want prices and details on this 24-lb. money maker? Mail coupon below!

MULTI-CLEAN®
PRODUCTS INC

MULTI-CLEAN PRODUCTS, INC.
2277 Ford Parkway, Dept. NC-28-99, St. Paul 1, Minnesota

● Gentlemen: Tell me more about the "PROFESSIONAL" and how it will increase my profits.

I'm also interested in: ☐ Scrubber ☐ Industrial Vac ☐ Shampoos

Name _____

Address _____

City _____ Zone _____ State _____

"We're glad we changed to SO-LITE... our filter powder costs are down...our customers like our quality and service"

this noise is echoed in the oil-can chamber to come out in clear tones where the spout used to be.

Certain manufacturers provide test connections on the top of the bucket and a regular steam pressure gauge can be installed therein. If this gauge rises and falls, the trap is working well. If the pressure holds high, the trap is blowing steam through. If the pressure does not register at all, it is reasonable to assume the trap is no longer operative.

We saw in one manufacturer's publication referral to a device (Fig. 5) which is installed in the test connection of a trap. It has a sight glass that alternately fills and empties as condensate builds up and passes through the trap. If steam shows, the trap is passing steam. If nothing shows, the trap is not working.

A second method this publication showed (Fig. 6) consisted of a dial and pointer applied to a cylindrical plug. The plug houses a piston which operates the pointer. When the plug is screwed into the test connection, the varying pressure conditions within the trap move the piston and the pointer records the movement. No movement —and there is trouble. # #

West Virginians Elect Richmond

QUALITY CONTROL, wash-and-wear and plastic bags were some of the topics highlighted at the 42nd annual convention of the West Virginia Launderers and Dry Cleaners Association which 90 attended at Beckley.

Everett Brink, manager, production and engineering department, American Institute of Laundering, led off the program with some suggestions on improving quality.

He suggested that management should formalize its standards basing its decisions on surveys of the public's need and wants.

Once the standards have been established, the next step is to make sure they are maintained. Mr. Brink favored periodic spot checks here rather than 100 percent inspection.

William L. Browne, director of public relations, National Institute of Drycleaning, pointed out that while the wash-and-wear trend was still growing, more consumers are aware of the fact that many of the claims made for it are exaggerated. "Unfortunately," said Mr. Browne, "less than half of the public knows that wash-and-wear items can be drycleaned." By emphasizing this fact in advertising and promotion, he believed, cleaners could use wash-and-wear to build their summer volume.

Turning to the current problem of plastic bags, Mr. Browne believed that giving them up was the wrong approach for the industry to use. He felt safer bags could and would be developed and urged those attending to use every means to educate the public as to their present potential danger.

Another interesting feature of the program was the session on garment pricing. Some 37 different types of garments were presented and the members were asked to price them as if they had come into their own plants. Later in the day, a panel of five plant-owners read their prices for each item. The spread was often impressive. In some cases, the highest price was three times as great as the lowest. The intent of the session was not to set prices, but to emphasize the necessity for realistic pricing.

During the closing business session, the following members were elected to office: Jess Richmond, Richmond Cleaners & Launderers, Beckley, succeeds A. E. Deck as president. James A. Parker, Pilgrim Laundry, Huntington, is vice-president, and Paul Divers, Empire Cleaners, Charleston, remains secretary-treasurer—*Henry Mozdzer*

It's Easy...

to Get the MOST

Out of this Can!

Packed only in five-pound, friction-top, lithographed cans, to insure high-oxygen-content material at all times.

"Most" is the *highest available oxygen content.*

When you use Eaton's Century Brand Sodium Perborate, you get a gentle, slow impartation of oxygen to the wool goods you are treating. You get the regenerative action which is so desirable . . . bleaching, and bringing back the soft, springy feel and original degree of whiteness your customers want in their woolens.

Century Brand Sodium Perborate is produced with the *highest possible available oxygen content.* That's why this can gives you the "most". It's specially designed to seal in this oxygen content, and keep it available for your benefit.

Don't compare Eaton's Century Brand Sodium Perborate with commercial grades packed in barrels, kegs, cartons, and paper bags. Century Brand is manufactured and packed especially for the dry cleaning industry. Its purity and effectiveness are sealed in this can. Keep it sealed . . . and you'll always get the "most" out of it.

Order from your distributor *today!*

WHY EXPERIMENT—USE EATON PRODUCTS

EATON CHEMICAL AND DYESTUFF COMPANY

Established in the year 1838

1490 Franklin St., Detroit 7, Michigan

Canadian Plants: Windsor and Toronto

Kick-off of public relations campaign began with a presentation of a fabric book to Miss Carol Sinnott, supervisor of home economics of the Utica, N. Y., public schools. Making the presentation is Frank Pollatsek, state executive director of NCA. Also present (left to right) are Milton Winter, Samuel Leo and Kerop Bogoshian, representing the local drycleaners, and Theodore F. Ruesswig, superintendent of Utica schools

Periodic dinner meetings are held by the local chapter to expand their plans to educate students on the advantages of drycleaning

How To Develop Tomorrow's Market Today

Local chapter of state association works with home economics classes

By ART SCHUELKE

THERE'S AN OLD STORY about a farmer in Titusville, Pennsylvania, who sold his land because the stream on his property carried a dirty sludge that his cows wouldn't drink. The man who bought it discovered the first commercial oil well in the United States and became a multimillionaire.

Member plants of the Neighborhood Cleaners Associations of New York in the Mohawk Valley section of that state uncovered a similar bonanza. While it won't make them as rich, they uncovered an idea that will keep their plants strong for years to come. And what they did can very well be done in your own area.

They have learned to cultivate—to precondition—to gain acceptance for our industry in the minds of the high school girls of today who will be the homemakers of tomorrow in a very literal sense. Statistics show that half the girls of high school age marry the first year after graduation. Another 25 percent marry two years after leaving school.

How they learned to explore this market and what they did to cultivate it provide an object lesson for individual cleaners and local associations alike. Ever since the Mohawk Valley chapter of the Neighborhood Cleaners Associations was formed some three years ago, the members have been prodded by the parent group of this progressive association to do something on public relations in their communities, of which Utica, New York, is the hub. Some 14 plants make up this group, including members in the nearby communities of Oneonta, Hamilton and Yorkville.

After several meetings to satisfy the demands of the New York City headquarters of the NCA for a public relations program, plantowner Milton Winter of Winter Cleaners came up with an idea. He felt the local chapter would gain some newspaper publicity if it presented copies of the NCA book, "Fabrics Today and Drycleaning," to the two local high schools. Little did he know what he was starting!

First he wrote to T. F. Reusswig,

Be a COMPLETE Drycleaner— Use Deodorized APCO 125

No need to "farm out" delicate drycleanables when you use DEODORIZED APCO 125. No bleeding of dyes, no shrinkage. Saves on tumbling time and temperatures. Quicker finishing and spotting. No odor in finished garments. Get details NOW from your APCO solvent man.

APCO
INDUSTRIAL NAPHTHAS

REFINERS OF STOD-SOL AND DEODORIZED APCO 140

ANDERSON-PRICHARD *Oil Corporation*
OKLAHOMA CITY, OKLAHOMA

BRANCH OFFICES IN ALL PRINCIPAL CITIES

superintendent of the Utica schools, to see if the idea was acceptable. This gentleman agreed to the plan provided this complete text on fabrics did not plug any particular product or drycleaner (which it doesn't). The next step was to arrange a meeting of the principals of the Mohawk Valley chapter, the school superintendent and Miss Carol Sinnott, supervisor of home economics for the Utica schools, for the formal presentation of the two books. For this special occasion Frank Pollatsek, state executive director of the NCA, also attended.

Ironically, the local paper did little or nothing about the formalities. And that had been the original intent behind the deal. But bigger and more important results occurred. First of all, the plantowners present found out that there is practically no information available to the home economics teachers and their students on drycleaning, on clothes maintenance. Even the wash-and-wear people have done little or nothing in the way of education.

The supervisor was delighted with the fabric books explaining the different textiles on the market and their care. Wasn't there other material available, she asked Mr. Winter. This was back in October of 1958, when the books were presented.

By January of 1959 the association arranged to supply the high school students with copies of the NCA consumer booklet, "How To Buy and Care for Clothes." These cost the local group 5 cents each. At first 100 were furnished, but because of the demand extra copies were distributed for a total of some 500. Since then 1,800 have been acquired for present and future students.

More help wanted

The thick textbooks on fabric care in the school libraries and the individual pamphlets in the students' hands only whetted their appetites for more information on the subject. Up to now they had been taught how to make garments but had little help on garment maintenance.

The teachers clamored for more help. It was arranged for a couple of the plantowners in the area to address the regular classes at one of the local schools (now it's a part of the school curriculum). None of these men were professional speakers, although they certainly knew their subject well.

Once again they turned to the headquarters of the NCA for assistance. It was suggested that they use some simple props and demonstrations to dramatize the talks. Practical suggestions were made and used to great effect.

For example, Milton Winter had two glass jars. One contained water; the other solvent. He dropped an aspirin tablet into each of the containers, showing how water affected the one tablet, while the other in solvent was unaffected; it didn't dissolve. This was to show the difference between water action and solvent action on garments even as it was different on the tablets.

He also put some lemon juice on a piece of white cloth and heated the area. Before heating the stain didn't appear. After high temperature, the stain was pronounced. The tannin had set. He even discussed proper home laundering methods. Of course, he also explained how much easier it was to send such garments out for professional care.

Although the talks were short the cleaners created a lot of interest among the students. A question-and-answer period that followed the talks invariably had to be cut short as the class time ended. Some of the questions that came out of the meetings brought out such points as, "Does drycleaning cause odor in garments?" Another was, "I laundered a ski sweater at home and the dye on the trim ran. What can be done about it?" The obvious answers were supplied.

As an outshoot of these class discussions, the students have standing invitations to visit plants of the local members. The tours take anywhere from 20 minutes to a couple of hours. If the students arrange to spend an hour and a half in the plant they are invited to bring a garment each from home, to follow through the various production steps and see what happens on their very own clothes.

Each aid, each bit of assistance offered by the cleaners results in requests for more and more help from the home economics teachers. The NCA issues a series of bulletins for its members. There are about 10 a year which the members receive free. A binder for the bulletins comes to $1.50.

The local group is paying for the bulletins, plus the permanent binders for the chairmen of home economics departments in each school district in the area. In addition, there is a local radio show slanted to the homemakers in the area. The woman who heads this program is also on the mailing list for these bulletins. They help her keep the young married people aware of the importance of the local drycleaner in maintaining the family wardrobe.

Besides the day high school students there are also some 500 adults attending night classes on home economics at the high schools. These people are also exposed to the drycleaner's story.

The Mohawk Valley chapter learned that a prominent supplier to the drycleaning industry had prepared a teachers' educational kit. This includes a sound slide film, plus booklets and other pass-out material which is part of the package. The cost is $4.50 each for a kit. The group sent for one on a trial basis and it was so well received it bought a total of nine. Five have been distributed to the high schools, the others are kept in reserve. The kits can be used over and over and so will make an impact on home economics students for several years to come.

No effort has yet been made to make inroads at the local colleges or parochial high schools. After all, the plantowners have had their hands full with the current program! And all this has happened in the short time of six or seven months.

But such plans are under way. At the rate the members are working, there will be few students—future homemakers — who will not have gained added respect and knowledge about our industry. These are already reflected in growing volume for the plants. And while the cleaners are providing a much needed service of education they are gaining a lot of favorable publicity.

Many cleaners in other areas in the state have written this group, asking for details. The beautiful part is that it has taken very little cash. The main ingredient is interest on the part of local plants in putting the plan to work. ∴ ∴

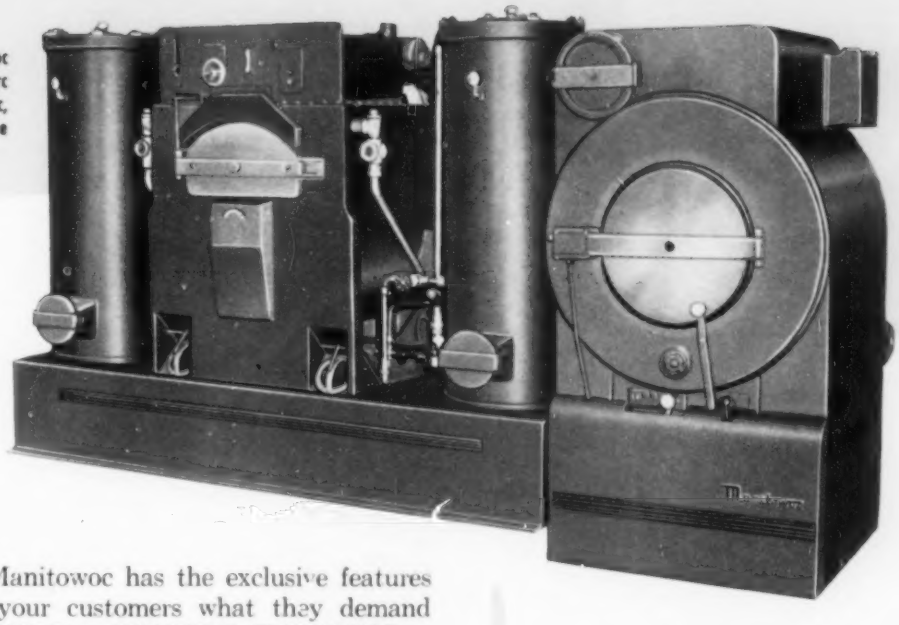
For any additional information on the promotional materials used by the Mohawk Valley chapter of the NCA, please write The Editor, NATIONAL CLEANER & DYER, *305 E. 45th St., New York 17, N. Y.*

Members of N.C.A. Mohawk Valley Chapter

NAME	AREA
Carl Cleaners & Dyers	Utica
Circle One Hour Cleaners	Utica
Ken's Cleaners	Hamilton
M & M Cleaners, Inc.	Utica
Modern Tailor Shop of Clinton, Inc.	Clinton
Presto Cleaners	New Hartford
Progressive Cleaners	Utica
Sawyer Cleaners	Oneonta
Seldin Cleaners & Dyers, Inc.	Utica
Singe Cleaners & Shirt Laundry	Utica
Superior Cleaners	Yorkville
Utica Cleaners	Utica
Winter Cleaners	Utica

IF YOUR DRY CLEANING MACHINE IS MORE THAN 3 YEARS OLD YOU ARE *LOSING MONEY* EVERY DAY YOU CONTINUE TO OPERATE IT!

The ALL-NEW Manitowoc 50-55 lb. 2-bath Perc system. Fully automatic, with every exclusive modern feature.



A Modern Manitowoc will change your profit picture!

Only the modern Manitowoc has the exclusive features you need to give your customers what they demand today: FAST SERVICE — QUALITY CLEANING — LOW PRICE. The finest one-hour cleaning is possible because you do less pre-spotting, have fewer re-runs and use the fastest, most efficient, recovery tumbler in the industry. Your quality can't be beat because solvent stays purer, does a better job for a longer period of time. You always get customer-pleasing, odor-free, beautifully cleaned clothes. Best of all, you'll be able to meet *any* price in your area and still stay in the black. In fact, you'll discover that your only *real* competition is *another* Manitowoc owner! There's more to the amazing performance of the modern Manitowoc . . . send in the coupon *now* for the full story!

★ LESS PRE-SPOTTING ★ FEWER REPAIR BILLS ★ NO MORE HARD LABOR ★ FASTEST SERVICE PLUS BEST QUALITY ★ MEET AND BEAT THE COMPETITION ★ NO MORE MUCK COOKING ★ FEWER CUSTOMER COMPLAINTS ★ LOWER LABOR COSTS ★ A COMPLETE PACKAGE — NO EXTRAS ★ LOWER PRICED THAN ANY OTHER ★ BIG TRADE-IN ALLOWANCE

MANITOWOC

A Complete Line of Dry Cleaning and Finishing Systems

Send Full Details on Items Checked:

2-Bath Perchlor Dry Cleaning Systems ☐ 35-40 lb. ☐ 50-55 lb. ☐ 70-80 lb.

Primeliner Single Bath Perchlor Systems ☐ 35-40 lb. ☐ 50-55 lb.

☐ Petroleum Systems

DC-18

Dept. MS-2

MANITOWOC ENGINEERING CORP.
(A subsidiary of The Manitowoc Company, Inc.)
Manitowoc, Wisconsin

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COMPANY .....

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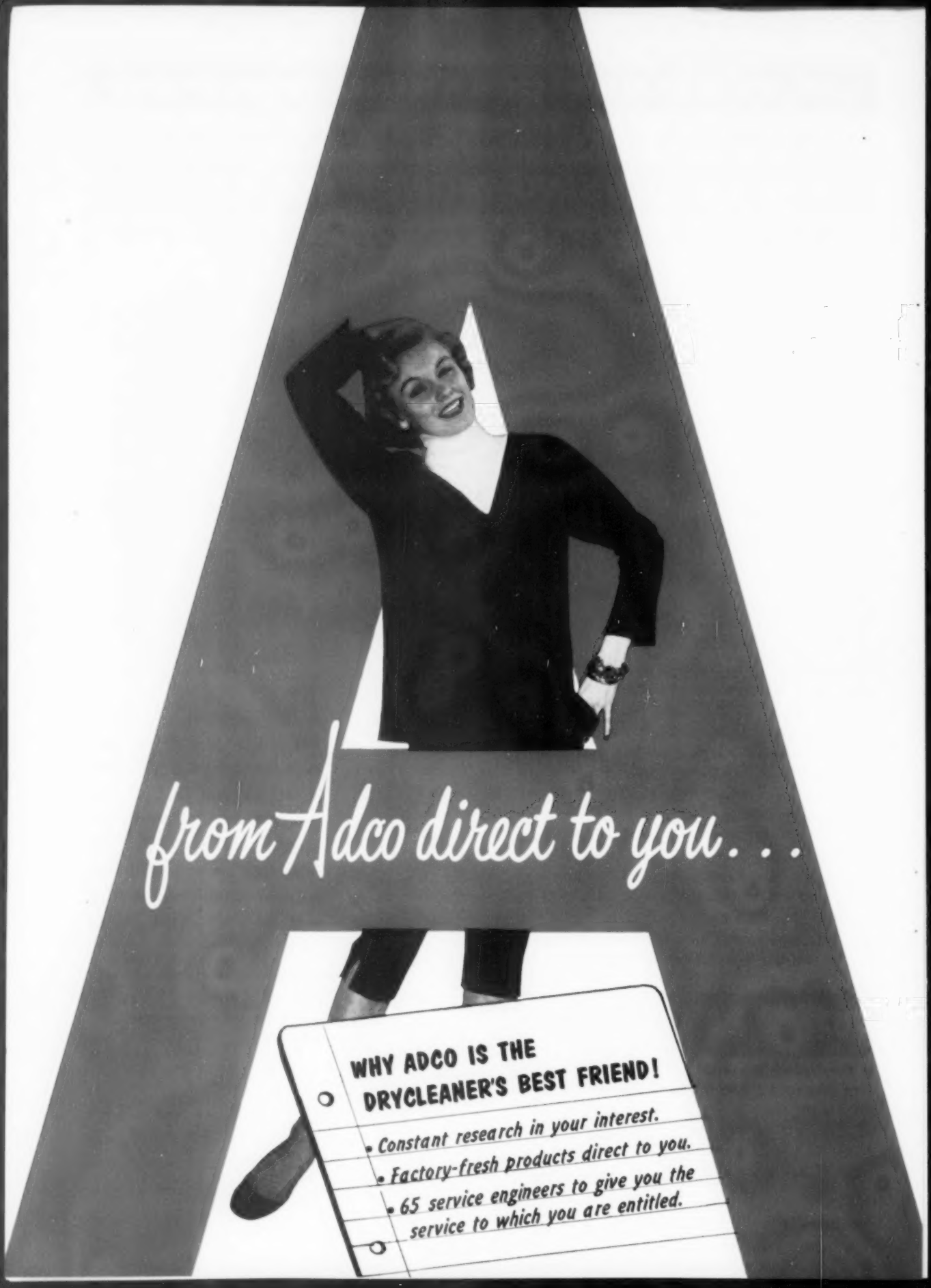
CITY ..... ZONE ..... STATE .....


from Adco direct to you...
WHY ADCO IS THE DRYCLEANER'S BEST FRIEND!
• Constant research in your interest.
• Factory-fresh products direct to you.
• 65 service engineers to give you the service to which you are entitled.

XXX

TRIPLE-X DRI-SHEEN by Adco

TRIPLE X MEANS:

NO RINSING

NO DISTILLATION

NO DETERGENT LOSS

WHEN USED WITH KLEAN-ADCO'S SUPER ACTIVATED CARBON

The great new charge soap that has won over to its exclusive use thousands of the nation's finest dry cleaners, because TRIPLE XXX DRI-SHEEN used with KLEAN, Adco's Super Activated Carbon, *eliminates the need for rinsing or distillation . . . and without detergent loss!*

Adco, INC. SEDALIA, MO., U.S.A. Manufacturing Chemists since 1908

Drycleaner Del Oswald, at left, helps prospective bride down carpeted ramp of delivery truck, aided by her father

Here Comes the Bride . . . In a Cleaner's Van!

Novel delivery preserves like-new appearance of wedding party

By HARRY YEATES

LATE ARRIVALS watching the prospective bridal party appear in front of the church probably did a double-take when they saw them step out of a spotlessly clean route truck. But it happened in New Ulm, Minnesota, where plantowner Delbert Oswald of New Ulm Laundry and Cleaners provided the setting for an unusual bit of plant publicity.

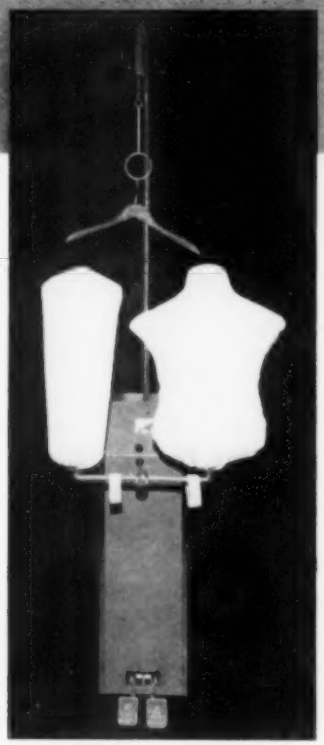
During the month of June, Mr. Oswald received a very special request from one of his customers—a local clergyman whose daughter was to be married the following Saturday. The pastor asked the plantowner if he could furnish a truck with a driver so that his daughter's full-skirted wedding gown wouldn't get wrinkled on the way to the ceremony.

To fulfill his customer's wish, Mr. Oswald had one of his route trucks rigged up to transport the bride-to-be without crushing her dress. The inside of the route truck, including the hanger rack, was lined with plastic covers so the girl would not soil her dress or gloves. The floor of the truck was covered with sheets. A loading ramp covered with rug runners made it easy for the bride-to-be to step out of the truck in front of the church. The bridesmaids and flower girl went along for the ride.

There was no charge for this important delivery service. And the bride and her party arrived crisp and clean—thanks to the imagination and cooperation of the plantowner.

A newspaper man snapped a picture of the girl stepping out of the truck aided by her father and the plantowner. The photograph submitted to one of the wire services was reprinted in several metropolitan newspapers across the country.

Plantowner Del Oswald's good deed earned his plant more publicity than he could ever buy at any price. And it's certain that this customer will continue to do business with New Ulm Laundry and Cleaners for a long time to come. # #



You can get this extra business with CINDY LOU...

At last — a genuine sweater finishing machine — the only one on the market! The new CINDY LOU opens the door to the fabulous sweater potential.

Today, 90% of all sweaters are washed in the home because cleaners have lacked suitable finishing equipment. The United CINDY LOU provides a means to higher quality, greater production and lower cost! With CINDY LOU, sweaters look softer, feel softer. That "pressed down", hard finish is eliminated. There is absolutely no shine — no stretch, regardless of fabric.

CINDY LOU requires only two square feet of floor space. In addition to sweater finishing, it rolls sleeves and finishes dress tops and jackets. For complete information, see or call your nearest UNITED dealer or write us direct.

This is the CINDY LOU combination sweater and sleeve finishing machine. Cindy Lou is also available as a single sweater or single sleever.

VALVE MANUFACTURERS FOR OVER HALF A CENTURY

ANOTHER QUALITY PRODUCT FROM UNITED

UNITED BRASS WORKS, INC. • Randleman, North Carolina • Phone 7610

Give YOUR Customers

ODORLESS . . .

GERM-FREE DRYCLEANING

USE-

TESTED 3 YEARS BEFORE MARKETING

- Controls odors
- Kills bacteria when used with Stoddard solvent
- Cuts tumbling time
  Cuts finishing time
- Does not build up in system
- Only 2 oz. daily per 100 gals. solvent

LE FEVRE CHEMICAL CO.
OKLAHOMA CITY, OKLAHOMA

Le Fevre Chemical Co., Oklahoma City, Oklahoma

Please have your representative call on me.

NAME _____

ADDRESS _____

CITY _____ STATE _____

QUESTIONS and ANSWERS

Redeposition on White Silk

We have been unable to remove the yellow streaks under the arms of this white dress and by bleaching produced more yellow streaks. Could you tell us where the fault lies?—*R. C., Texas*

This condition underneath the arms is no doubt due to the action of perspiration on the fabric. The other streaked areas appear to have been spotted since in some instances they are circular and surround a stain. It may be that this garment was spotted and while it was still wet placed in the charged drycleaning washer. Such procedure, although accepted practice, is still a risky operation on whites in case the solvent condition is not good, or the humidity factor very high, or both. There is a good possibility that this discolored condition is due to a redeposition of soil and dyestuff.

I would suggest that this garment be placed to soak in a bath of water to which a synthetic detergent has been added. Soak it for several hours or even overnight. Then, because the fabric is pure silk, it would be advisable to bleach it in a bath of sodium perborate bleach for several hours. This procedure is an attempt to soak out any soil that has been deposited and to then bleach out any color remaining.

Probable Abrasion

Can you explain what has caused the holes in this blue felt skirt?—*T. H., North Carolina*

After examination under ultraviolet light and chemical tests I am of the opinion that the holes have been caused by an abrasion of some type. There was no evidence to indicate any chemical or insect damage.

The fact that the holes are almost identical in shape and size would also tend to rule out chemical or insect damage. The holes are in a straight line, indicating something may have run over the fabric. Unfortunately, it is impossible to determine exactly how damage of this kind occurs.

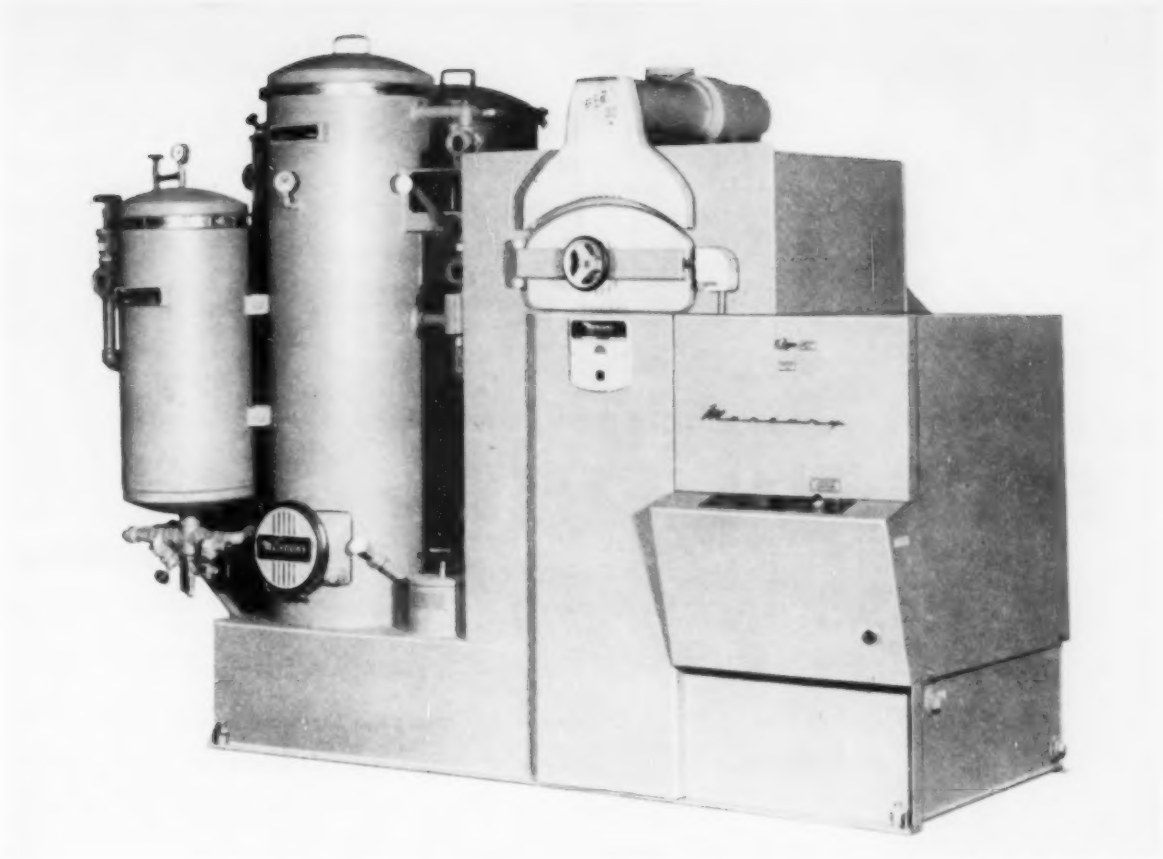
Wetclean Cotton Dress

We removed the cherry soda stains from this white cotton dress and now the customer does not like the way it looks. Your suggestions will be much appreciated.—*A. M. P., New Jersey*

Some yellowing appears to have occurred in the area that was spotted in removal of the cherry soda stains. If the spotted area was allowed to hang wet for a period of time, or was exposed to heat, this could have resulted from an oxidation of sizing. Or the garment might have picked up color from the solvent system if placed in the drycleaning washer when still wet in the spotted area.

Probably the best suggestion is to wetclean the dress as it is made of cotton and shrinkage should not be any problem. Test the green-and-yellow print first with ammonia before using any alkaline soap.

Merely brushing the dress out with a neutral synthetic detergent may be sufficient to clear the condition. If necessary, the dress could be soaked out in the detergent-and-water bath before brushing out. If stains or dye still remain, I would bleach the garment slightly with sodium perborate. Then sizing, blowing dry and finishing should certainly improve the appearance considerably.



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LEGAL DECISIONS

By A. L. H. STREET

Damages Include Losses

If a man is disabled through the negligence of another, can the court award an allowance for lost earnings as well as damages?

The Louisiana Court of Appeal, First Circuit, ruled that such an allowance may be made if there is clear proof that the loss would not have occurred except for the injury caused by the negligence of the defendant (Jenkins v. Audubon Insurance Co., 110 So. 2d 221). The court decided that when one engaged in business is injured through negligence of another and is wholly or partially prevented from giving to his business the personal attention required to maintain a profit level, the court can award both damages in his favor and an allowance for lost earnings or profits.

Interstate Labor Laws

Is a service firm operating interstate, governed by Federal labor laws and the National Labor Relations Board in a union contract dispute?

The Appellate Division of the New York Supreme Court decided it is, and dismissed a suit brought by a laundry service against union picketers. The case was that of Spartan Coat, Apron, Towel and Linen Supply Co., Inc., v. Simon, 180 N. Y. Supp. 2d 633.

The laundry service had been engaged in interstate commerce for 16 years, operating under contracts to the same union during the entire period. The company then signed with another union which claimed to represent the employees. Representatives of the first union picketed the company's premises and the company sued in the New York court for an injunction against the picketing. The case was dismissed on the grounds that the NLRB had exclusive jurisdiction over the controversy.

Taxable Covenants

Is the increase in price of a business for a non-competitive covenant subject to Federal income tax laws?

If the seller of a cleaning business increases the price because of an agreement not to compete with his successor for a certain time, that sum must be regarded as taxable under the Federal income tax laws. So ruled the United States Court of Appeals, Second Circuit, in the case of Ullman v. Commissioner of Internal Revenue, 264 Fed. 2d 305.

In that case the Commissioner of Internal Revenue assessed the income on a theory that a designated part of the sum paid for the business was received for covenants that the seller would not compete with the laundry company that purchased the business.

The court ruled that the amount a purchaser pays to a seller for a covenant not to compete in connection with the sale of a business is ordinary income to the seller and is amortizable for the buyer. This holds true unless the covenant is so closely related to a sale of goodwill that it fails to have any independent significance apart from merely assuring the effective transfer of that goodwill.

Said the court, where stockholders sell their stock and the contract contains the stockholders' covenants not to compete and declares that such covenants have a designated value, the claim that such an amount is not taxable as ordinary income must be supported by strong proof in order to overcome the declaration.

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NO EXTRA CHARGES FOR:

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Your jobber has all the details; or write for TickeTag samples.

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Please send me TickeTag samples and full information.

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THE GOOD OLD DAYS

. . . were anything but good, or easy for the drycleaner

By ARTHUR G. VARA, SR.

ABOUT THE AUTHOR . . .

This young oldtimer has devoted 40 of his 55 years to the drycleaning industry. Arthur G. Vara, Sr., owns and operates a modern plant in Hamburg, New York. As his contribution to the recognition of the fiftieth year of publication of NATIONAL CLEANER & DYER, *he relates in his own words the early experiences he has had in the industry. Read his warm, human and amusing account.*

THE TITLE of this story may be misleading to the younger generation of drycleaners. But to many who "look younger with their hats on" it will bring back memories of the days when a drycleaner had to have the courage and fortitude of the old frontiersmen.

My first experience with drycleaning came to me at the age of 15 when I worked for a drycleaner after school and on Saturdays. The man I worked for was an unusual man. He was a chemist, musician, preacher, and loved to wrestle, as well as being a drycleaner.

The pressing room was in front of his home and the dyehouse in the lower flat. His wife and six children lived in the upper flat where he had his chemistry laboratory. The drycleaning was done in a concrete block building, about 14 by 14 feet, which had one 15-pound cleaning machine, one hand-operated extractor and one wooden dust wheel.

Although I was hired to deliver clothes with my bicycle, I had to press clothes by hand, too, with a 15-pound iron, and also on a steam press machine which had a head that was heated with an open gas flame. I stirred the dye baths in between pressing and did the wetcleaning by hand in the basement. I drycleaned the clothes in the block house and in my spare time I had to baby-sit when the boss and his wife went out.

The biggest contrast between the way we did things in those days and now was in the cleaning room. We cleaned with high-test gasoline and because of this we had no heat in the block-house cleaning room. If it was zero outside it was the same inside.

When the clothes were given the usual run of 15 minutes without rinse, I took them out of the machine and placed them in the hand-operated extractor which was run by a crank that hung on its side. The gears and the cross-arms were on the top of this extractor and many times the clothes got caught in the gears and were torn to pieces. Later on the boss got the bright idea of running the extractor with an electric motor. He put a pulley on the crank shaft and the added speed would invariably loosen the bolts and parts would fly in all directions. Many is the time that the flying bolts just missed my head.

When the clothes were dry, I placed them in the wooden dust wheel. This contraption looked like a miniature ferris wheel with wooden slats enclosing it. It would pick up the clothes and drop them so they would float down. Because the slats were about one inch apart, the buttons would get caught and tear off and one of the biggest jobs was to replace the buttons. The motors that ran the equipment weren't explosion-proof and I still can't figure out why the place didn't blow sky-high.

After the solvent got too dirty to clean in, it was placed in a galvanized wash tub and sulfuric acid was added to settle out the dirt. Many times the acid would eat through the tubs and the solvent would run all over the place. When the solvent was clear, I dipped the clean solvent out with a pan and placed it back into the washer for the next cleaning.

In those days, many suit linings were made of weighted silk and, if all of the acid wasn't taken out of the solvent, the linings would come out looking like shredded wheat. My boss would tell the customers that the linings were made of inferior material and charge them for a relining job.

On damp days, when the dust wheel would not dry the clothes, we would hang them on a clothesline outside. On rainy days we would take them inside the house and dry them in a room that was heated by a regular house register. The gasoline fumes would get so thick that it's a wonder the house didn't catch fire or blow up. I do know that we were blessed, in those days, or I wouldn't be here to-

Continued on page 80

A far cry from the drycleaning plant of 40 years ago

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How do they feel today about ultra-thin plastic bags?

A few months ago, when the plastic bag burst into the headlines, American parents were alarmed and confused. Suddenly the plastic bag had become dangerous. But *why* was it dangerous? What could they, as parents, do about it?

These were the questions the plastics industry set out to answer through the most intensive educational program ever undertaken by the industry. Newspapers, radio, and television ads warned parents of the real danger—the misuse of plastic bags. Parents were told: "Keep plastic bags away from infants and small children—don't use them as makeshift covers in cribs, play pens, and on mattresses."

The U. S. Public Health Service, The National Safety Council, women's clubs, medical groups, local, state, and national officials gave full backing to the program. The drycleaning industry contributed with strong effectiveness, putting warning posters in stores, helping to spread the word in towns and cities throughout the country.

Suddenly, scare headlines became informative news reports. Suddenly, parents *knew* the real danger and how to handle it. Suddenly, plastic-bag deaths declined.

How do parents feel today about plastic bags? They feel, overwhelmingly, that plastic bags are a welcome convenience. In a series of surveys made by drycleaners themselves—parents said they were in favor of the continued use of plastic bags. They said they had learned to keep bags away from children—just as they keep matches away from children.

Today the plastic-bag problem is in proper focus. Hysteria has given way to plain common sense.

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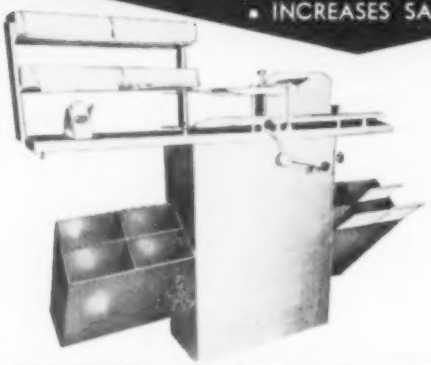

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A Must for CASH & CARRY!

TIME SAVERS 83-99 WALNUT ST. MONTCLAIR, N. J.

GOOD OLD DAYS

Continued from page 76

day writing about the good old days.

We cleaned a lot of kid gloves in those days, and we did them by hand. We placed them on a scrub table and brushed them out after dipping them in high-test gasoline. After a light extraction we blew them out, by mouth, and hung them on a clothesline with clothespins. The blowing-out part always gave me a "jag on" (just plain drunk to you youngsters who don't understand old-time lingo) which made it hard for me to find the clothesline.

Machinery kept hidden

After I left my first job, I worked for a tailor-cleaner who had a big eye painted on his store window which said "The Eye Knows." Just inside of the window he had a press buck on which he pressed garments by hand with a 15-pound iron. What he was trying to put over was the fact that his hand pressing was better than that done on the *newfangled press machines*. When he hired me, I thought I was going to press on the buck with the iron but instead he took me to a small room which was under the stairway, where he had one of those newfangled press machines hidden from view. He pressed some of the clothes up front, in view of the customers, and I pressed the rest in the hidden room.

When I got older I left school and decided to make drycleaning my life's work. Although by this time drycleaning procedures had improved a little, by today's standards they would still make your hair stand on end. Instead of clarifying gasoline with sulfuric acid, in tubs, we did most of this in clarifying tanks, with caustic soda. The first stills that I used were the type in which steam was injected directly into the gasoline. The water would come at one level and the gasoline from another.

The soap we used was made of free fatty acid and because of this we couldn't use filters. This type of soap was hard to rinse out and after constant use of the solvent, the clothes would stink to high heaven. How the cleaning industry ever survived this phase of its growth, I'll never know.

It was usual, in those days, to have barrels of alcohol, acetone, and carboys of ammonia and other chemicals on hand. It used to be fun watching the drycleaner go from barrel to barrel and carboy, pour out some from each and pour it in a drycleaning machine while it was cleaning clothes. The results, sometimes, were beyond describing. In spite of this harsh treatment, the clothes of those days could take it.

After leaving the "Eye Can Tell" place, I went to work for a man and his wife who ran a small cleaning shop. My job was primarily to act as their chauffeur because neither one could drive their 1916 Ford touring car. This car was the type that had no self-starter and had to be cranked by hand . . . and it took two men to let down the top on nice days. It was quite an experience to be riding with the top down and have a sudden rainstorm come up. Before we could get the top up, the car would get half full of water.

Oldstyle labor relations

When I wasn't driving the Ford, I was pressing clothes along with a fine old Englishman who was very immaculate and smoked cigarettes out of a long, white bone holder. When the boss wasn't around, the Englishman and I would talk about his domineering wife and him, too. The mistake we made was that we didn't know that he was eavesdropping in the drugstore next door, which was separated from the shop by a thin wall. He could hear everything we said and he would storm into the shop, raving mad, and fire us. But before we could get our clothes and other belongings and get out of the door, he would call us back and rehire us.

One day I drove him and his wife to a restaurant and parked the car nearby. After we had lunch and were on our way to the car, the boss saw a man cranking the Ford. The boss got real excited and went up to the man and punched him right in the middle of the back and knocked him down. At the same time he began to holler for the cop who was on the corner. When the man, who was supposed to be stealing the car, got his breath back, he demanded that the cop arrest the boss for assault. It turned out that the man was cranking his own car which looked exactly like the boss's Ford which we found was parked in the other direction. It took a lot of fast talking on the boss's wife's part to keep the boss out of jail.

After a short time I got tired of gossiping about the boss and his wife,

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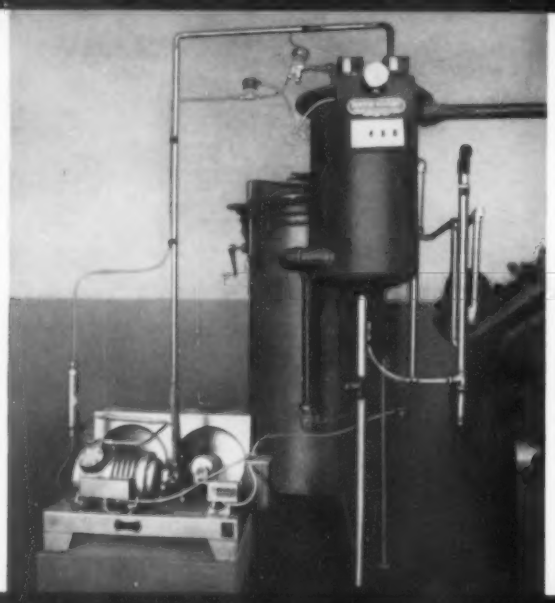

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so I quit and got another job. This job was in a larger plant where they had one of those rare persons, the head spotter, who usually awed the rest of the employees. Actually, as a rule, he was no more than a faker who filled his many spotting bottles and marked them with codes so no one would learn his secrets. As I mentioned before, I worked for a chemist and took some chemistry in school and, having some knowledge along this line, I knew most of his secret formulas by smell and color. In most cases the bottles were filled with water with some ammonia and alcohol added and sometimes a little coloring to make them look different.

Old spotting methods

These spotters used a lot of potassium permanganate to remove stains on white work and used sodium bisulfate to clear it. I have seen many spotters stain garments with iodine and then remove it with hypo crystals in the presence of the boss and other employees and make them feel that they were seeing magic performed.

We used a lot of pure grain alcohol in those days, to spot with and to mix with water to feather out water spots. Before the advent of the steam spotting gun and air sprays, we used to mix alcohol and water and put it in a bottle which had a mouthpiece and a spray gun on the end of it. We would place the mouthpiece to our lips just as a sax player does, and blow out a mist around where we had spotted to get rid of the ring. It took a lot of wind, in more ways than one, to be a spotter in the good old days.

Ether jags popular

We also had a lot of ether on hand which we used to remove paint and oxidized oil stains. Many of the oldtimers used to fight to get the job of removing paint because they would invariably get drunk using the ether. The same men who fought for the paint-removing jobs were also responsible for the boss putting a padlock on the alcohol barrel. They would pour out some of the alky, mix it with water and get mighty tight on it. I asked one of the main offenders why he stole and drank the alky and he answered, without hesitation, "I like the taste, the smell and the effects of it."

It would take about a million words to tell the entire story of the "Good Old Days" but I hope this story will give the oldtimers a chance to reminisce and the youngsters a brief look into the past of this fine drycleaning industry. # #

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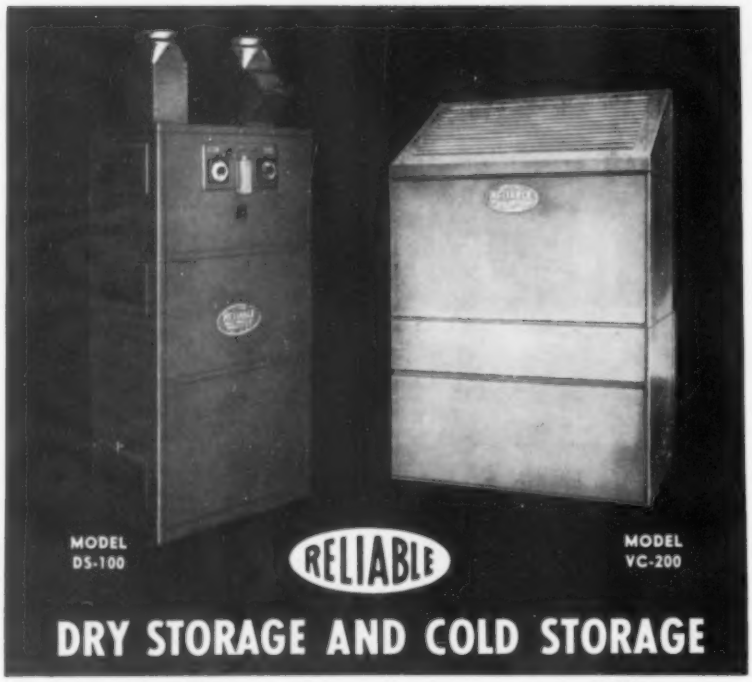

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RELIABLE MACHINE WORKS, INC.
231 EAGLE STREET, BROOKLYN 22, NEW YORK

PLANT QUALITY BUILT

Continued from page 48

to smooth out even the slightest impression the pin might have left. The tag is then carefully attached to the garment in a less conspicuous place to go to the assembler. The assembler looks each garment over and back it goes for more finishing if necessary.

As a final step the assembler uses a number of sheets of tissue in the sleeves and bosoms to "make it look like someone is in there," as the employees say. It certainly makes any garment attractive, especially after it is placed in a pliofilm bag for delivery, in addition to preventing crushing on the racks in the store or in the trucks.

Curtains and draperies are all finished entirely by hand and, surprisingly enough, constitute close to 20 percent of the total plant volume. Incidentally, drapes bring 15 cents per square foot here.

Inspection

This is deemed the most important part of the entire operation. The inspector, Lena Griffin, has been handling this work for 13 years and hers is the final word. Her decisions are never questioned by the finishers, perhaps because every one of the 30 employees is completely aware of the wants of their customers.

Complaints are few and far between, but they are the kind that would drive an average drycleaner out of his mind. For instance, there is the case of the nonexistent spot, which is a minute flaw or slight discoloration that defies detection until it is observed at an unusual angle and under a particular kind of light. This is the principal cause of the rare complaint.

Since the finishers understand the situation they actually appear to appreciate the inspector pointing out anything that might be a reflection on their workmanship. This indeed is a most unusual relationship between inspector and finisher, but it points up the desire of every employee to maintain the Averill-Morgan tradition of superior drycleaning.

Throughout the years little advertising was done at the level of the average or middle income group, since the market has been in a higher bracket. Future plans call for increased advertising but it will be restricted to limited-circulation publications slanted to the highest income groups in the trade area.

Leonard L. Lee, the general manager, a long-time executive in the Larsen organization, agrees with the new owners that everything will be done to maintain the rigid Averill-Morgan tradition of highest quality and service. The slogan will still remain, "Time means nothing" . . . it's the *result* that really counts. # #

SHIRT FINISHING

Continued from page 40

the operator, label inside, with buttonhole strip on top.

IMPORTANT STEPS and KEY POINTS

1. Put left sleeve on press.

a. With the right hand grasp the shirt from the damp box by the top half of the collar.

b. As you draw the shirt over the sleeve buck, let the left hand take over and the right hand grasp the cuff.

c. From this position pull the whole shirt sleeve forward until the gusset is on the top.

d. Bring both ends of the cuff together with your right hand, pulling the sleeve slightly between both hands.

e. Step on pedal with right foot, which brings down the cuff clamp.

f. Press the two top red buttons which will bring down the pressing head.

g. Remove foot from pedal which will release cuff clamp (the chain which is hung under the sleeve buck keeps the sleeve taut for smooth finishing). *Continued on page 86*

High apparel prices are creating a rain repellent boom

Cut yourself in with "Cravenette"

You are well aware of the fact that when the cost of clothes goes up more people hang on to their old clothes instead of buying new—which accounts for the way that rain repellent services are booming. We've never seen the like of it. More and more people want their garments reprocessed—and they are especially responsive to "*Cravenette*." And your customers will be, too, because they have known "*Cravenette*" for more than 70 years.

You will get more customers for your service if it is "*Cravenette*" because more people know "*Cravenette*." It is as simple as that.

Use this quality service. Get acquainted with our vastly improved finishes that give you a better result than ever before. Also get our book of merchandising ideas for making more money from your water repellent service. Use the coupon.

The Cravenette Company, U.S.A.

60 Romanelli Avenue, South Hackensack, N. J.
HUbbard 9-6775

Since 1887 the world's leading producer of water repelling preparations for garment fabrics

WRITE - - - PHONE - - - WIRE

The Cravenette Co., U. S. A.
60 Romanelli Avenue, South Hackensack, N. J.
Gentlemen:
Please send me full information about your newest water repellent usable with all types of charged systems

Name _____

Company _____

Street address _____

City _____ State _____

Continued from page 84

2. **Press top side of same sleeve.**
   a. Grasp shirt with left hand under the collar and with the right hand take hold of the cuff a few inches below the buttonhole.
   b. With one motion push finished part of sleeve to the back, bringing the unpressed portion to the top of the press. (The cuff clamp is not needed for this operation.) Close the press.

3. **Remove the sleeve.**
   a. With the right hand at the cuff, give it a quick pull, letting it slide off the buck. The left hand is on the buttonhole strip opposite the pocket.

4. **Press underside of right sleeve.**
   a. Pulling the shirt toward you, pull the right sleeve over the form, placing the gusset on top as you did for the left sleeve, and repeat sequence.

5. **Press top of right sleeve.**
   a. This time we will pull the finished part of the sleeve forward. This will make it easier to remove the finished shirt and avoid wrinkling the already finished sleeve.

6. **Remove finished sleeve.**
   a. With the right hand at the cuff and the left hand at the collar, give the cuff a quick pull and let go, ending up with the shirt in your left hand to be placed on the post for the collar-and-cuff girl. # #

ASSOCIATION NOTES

SLCA Elects President: Frank Kean of Kean's Laundry & Dry Cleaners, Baton Rouge, La., was elected president of the Southern Laundry and Cleaners Association at its recent Memphis, Tenn., meeting.

Elected vice-president was Pat Plylar of Birmingham, Ala., and W. H. Fisher of Memphis was named secretary-treasurer.

# #

Fabrics Course Series: The California Drycleaners Association recently sponsored a course on textile fibers and fabrics at the Bakersfield Inn, Bakersfield. The course was made available to drycleaning plant and shop owners, plant managers and sales personnel to better acquaint them with the handling of many new fabrics. Instructor for the course was Brooklyn Harris, director of education for the California Drycleaners Association and a senior member of the American Association of Textile Chemists. Mr. Harris was also manager and chief analyst of the National Institute of Drycleaning laboratory in Glendale, Calif., for eight years.

Similar courses have been held in Santa Barbara, Panorama City, Pasadena, San Bernardino, Long Beach, San Diego and Los Angeles.

Represented in the Bakersfield school were: Master Cleaners, Sanitex Cleaners and Laundry, New City Cleaners, Sparkle Cleaners and Laundry, Family Service Laundry, Hillcrest Cleaners, Plaza Cleaners, Carter Cleaners, Eastside Cleaners; McCafferty Cleaners, Wasco; Model Cleaners, Tulare; and Economy Cleaners, Clovis.

# #

Cleveland Cleaners Aid Needy: A Back-to-School Clothing Drive is being sponsored by the Cleveland (Ohio) Cleaners Institute in conjunction with the *Cleveland Press*. All clothing collected by CCI members during the drive is being mended, cleaned and pressed, and will be turned over to the Cuyahoga County Welfare Department for distribution to needy families. CCI President Joe Bando predicted that several thousand children of needy families in the county will receive clothing collected in the drive.

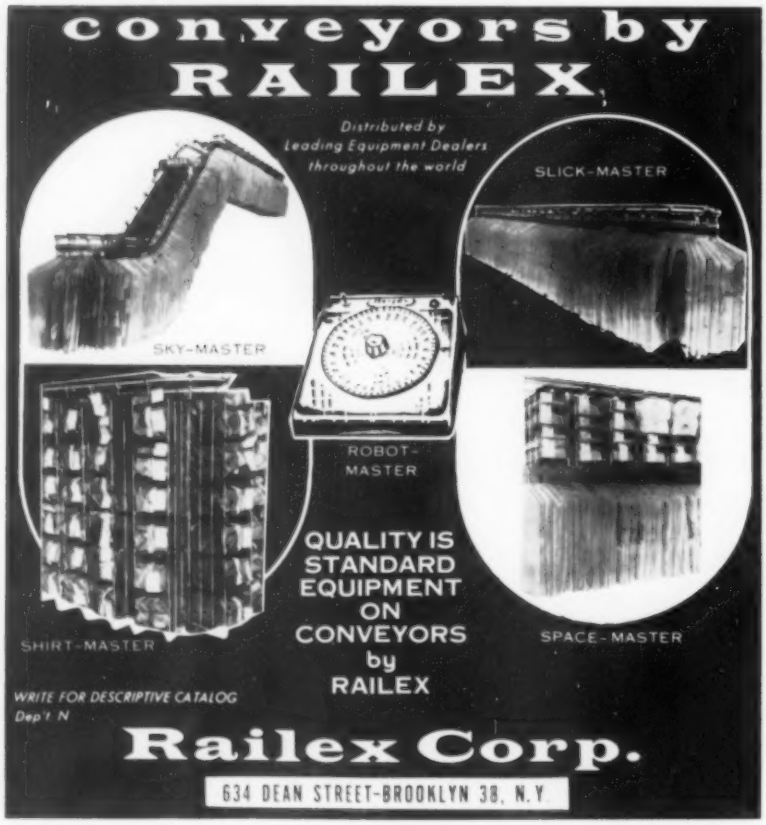
# #

Honor New Jersey Cleaner: Members of the Cleaners and Dyers Association of New Jersey gave a testimonial dinner in behalf of the United Jewish Appeal of Essex County and in honor of Charles A. Schapiro, president of Taft Cleaners. A mounted laminated scroll was presented to Mr. Schapiro for his services to the community and accomplishments in business.

# #

Sponsor Contestant: The Bayonne (N. J.) Dry Cleaners Association sponsored a contestant and donated a prize in the recent Miss Bayonne competition held at the township's high school. The prize was announced as a U. S. savings bond.

The association committee in charge of arrangements included Steve Gulian, chairman; Abe Zemser, Ralph Levine, Mike Pastuzn, Sol Goldstein, Ed Finley, Vincent Mastrella, Frank Buff, F. X. McCarthy, Abe Ellis and Al Chodash. Mr. Levine is president of the group, Mr. Ellis vice-president, Mr. Chodash treasurer, and Mr. Zemser secretary.



1. filters your solvent better

2. at lower pressure **3.** for longer runs

You cut costs, using Eagle-Picher Filter Powder. Being "cleaner" in the first place, this filter material is able to hold more dirt, while letting the solvent thru at lower pressures. You use *less* filter powder, because Eagle-Picher does a better job.

You can depend on its uniformity, thanks to Eagle-Picher's tremendous new Nevada diatomite fields, and because of its "on grade" processing techniques. It will do exactly the job you want done.

Ask your supplier for Eagle-Picher Filter Powder. If unavailable in your area, contact us. You'll be money ahead with Eagle-Picher.

Since 1843

EAGLE EP PICHER

EAGLE-PICHER

The Eagle-Picher Company

General Offices: Cincinnati 1, Ohio

The Eagle-Picher Company
Filter Powder Dept. NCD-9
Cincinnati 1, Ohio

Gentlemen: Send me additional information on the use of Eagle-Picher Filter Powders.

NAME _____

STREET ADDRESS _____

CITY _____

ZONE _____ STATE _____

LONG-TIME SATISFACTION

built into VIKING solvent pumps

You can depend upon many years of reliable service, when you use a Viking Pump. Your Viking is built especially for solvent pumping. It's been tested and proved on the job by thousands of dry cleaners all over America. So, choose a Viking for long-time dependable pumping.

You'll Get All These Features:

- Holds a high vacuum
- Does not heat solvent
- Quiet operation
- Fast self priming
- Does not block up with lint
- No lubrication of pump required

For complete information, write for Bulletin DQ

VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps

Offices and Distributors in Principal Cities.
See your classified Telephone Directory.

N.I.D. NEWS

Latest Bulletins: Drycleaning of cottons has come in for the series treatment, the third issue of which, Technical Bulletin T-382, deals with the effect of prespotting and solvent-relative humidity on discoloration.

Fabrics-Fashions Bulletin FF-58 discusses how "Quilted Fabrics Cause Complaints." It also takes up acid damage from flocked velvet.

Bulletin SMG-12, "Selling Cottons," is a recent addition to the Sales Meeting Guide series.

"Selling Tips" made a recent appearance with "Dryclean Cottons? Why?" (Bulletin ST-12.)

The summer edition of the quarterly information sheet, "Clothing Care News," has been distributed to editors of consumer publications.

# #

NID Merges Contests: Beginning this year the NID Spirit of Service awards will become part of the NID Prestige Builders awards program. The two were combined to prevent any possible confusion between them and at the same time increase the importance of the Spirit of Service concept.

In announcing the combination of the two programs, the Institute also pointed out two other significant changes from past rules: an individual drycleaner may receive this year's Spirit of Service trophy and cash award for public service work; and allied trades firms are now invited to enter the Prestige Builders awards program.

A four-page printed folder will reach all NID members this month telling them details of the revised contest in which the entry deadline is December 31, 1959. Extra copies are available from NID.

# #

PR Conquers All: NID's Public Relations Department added another notch to its typewriter recently with successful rebuttal of a nationally distributed newspaper column advising against frequent drycleaning.

In an NEA column, staffer Dick Kleiner quoted from a booklet by a New York City tailor which advised, "Don't dryclean your suits more than once a year."

NID immediately sent a 700-word letter with five pertinent enclosures telling of the many studies the Institute has conducted on the subject and its subsequent findings. Two weeks later the NEA service responded by devoting similar column space to the NID advice and research.

# #

Calcium Chloride Absolved: Calcium chloride has not been responsible for acid damage on garments, reports the National Institute of Drycleaning.

It has been commonly thought among drycleaners that garments that had come in contact with calcium chloride would be weakened so that holes would appear when they were drycleaned, according to Dr. Joseph R. Wiebush, NID research director. In fact, in June 1958 NID issued a news release stating this to be the case.

Since then, states Dr. Wiebush, the NID has found that commercial calcium chloride is not acid but, in fact, slightly alkaline. The Institute's researchers have applied commercial calcium chloride to many fabrics and have not found it to damage any of them. Thus last year's news release was in error.

Calcium chloride is widely used to melt ice during winter months, says Dr. Wiebush, and has been recognized as a very efficient chemical for this purpose for 30 years.

# #

Dr. Lyle Addresses Group: Dr. Dorothy S. Lyle, director of consumer relations of the National Institute of Drycleaning, was guest speaker at a recent meeting of the Northern Virginia Dry Cleaners Association.

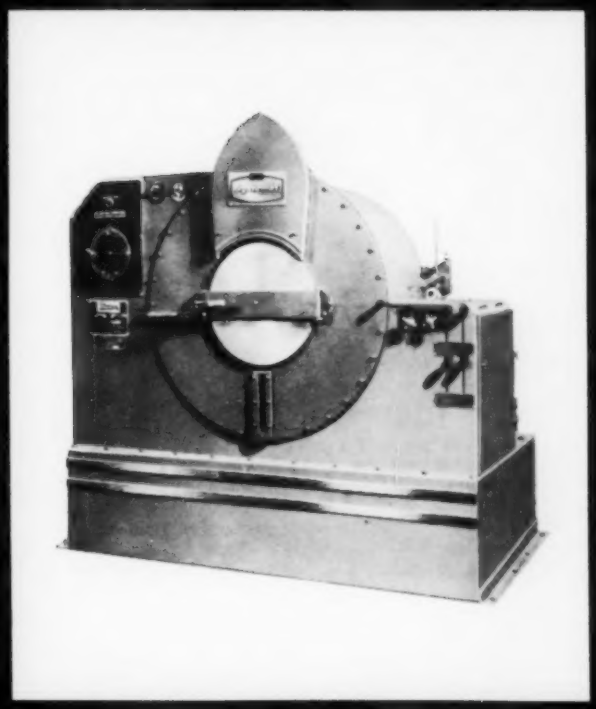
Dr. Lyle is shown being introduced by John L. Doniphan, president of the association. Her topic was "Synthetic Fabrics — Their Construction and Their Care." Guests at the meeting were wives of members, allied tradesmen and their wives, a home club, and buyers and key personnel of department stores and specialty shops.

1

ONE BIG REASON Dependability is only one big reason why Washex is the choice of experienced operators. For synthetic or petroleum cleaning, men who know trust the superior engineering that goes into every Washex – from the rugged one-piece forged trunnion to the heavy duty motors that power the washing and extraction cycles and solvent pumps. There are synthetic models for 45, 65 and 100 lb. capacities. More information is yours by returning this ad with your letterhead.

WASHEX MACHINERY CORPORATION

• 192 BANKER STREET, BROOKLYN 22, N. Y. •



NEWS

FROM THE ALLIED TRADES

Wallerstein Promotes Jacobsen

PAUL JACOBSEN

Paul (Jake) Jacobsen has been appointed manager of drycleaning products of Wallerstein Company, Staten Island, N. Y.

Mr. Jacobsen, who has been with the company for more than 20 years, has traveled through the United States and Canada as Wallerstein's special representative in the drycleaning field. Recognized as an authority on drycleaning techniques and procedure, he is often a guest speaker at local and state drycleaning conventions. He has written numerous articles on the industry and has conducted hundreds of educational clinics for drycleaners in the past several years.

In addition to assuming his new duties, Mr. Jacobsen will continue to spend much of his time in the field.

Amsco Appoints Herer

Allen B. Herer has been appointed assistant Eastern sales manager of American Mineral Spirits Company, it was announced by E. M. Toby, president.

Mr. Herer joined Amsco in 1942 as a technician at the company's Carteret, N. J., laboratory. After serving with the U. S. Army during World War II, he returned to Carteret and a year later became a sales representative for Amsco's Metropolitan division in the New Jersey area. He was subsequently transferred to Philadelphia, eventually becoming manager of the Amsco Mid-Atlantic division.

In his new capacity Mr. Herer will be responsible for chemical sales and less-than-carload sales. He will make his headquarters at Amsco's general Eastern offices, Murray Hill, N. J.

Reliable Expands Facilities

Reliable Laundry Supplies has announced it has moved to new expanded facilities at 7131 W. 60th St., Chicago 38, Ill. The firm's new telephone number is LUdlow 2-7200.

Adco Appoints Korzuk

MIKE KORZUK

Adco, Inc., Sedalia, Mo., announces the appointment of Mike Korzuk as its representative in central California.

Mr. Korzuk, the company's fifth representative in California, attended the National Institute of Drycleaning in 1947, followed by a year and a half as foreman in a leading Eastern plant. He returned to NID in 1950 for the Institute's Management Course, later serving as NID fieldman in Ohio. He subsequently worked in this capacity in Pennsylvania, New York, New Jersey, part of Maryland, Wisconsin and Indiana, and then moved West and worked in Colorado, Idaho, Montana, Oregon, Washington, Nevada and Arizona. He has spent most of his time in California.

Divco Names New Dealers

Appointment of 11 new sales and service dealers for multi-stop delivery trucks manufactured by Divco-Wayne Corporation, Detroit, Mich., has been announced by Newton Glekel, president.

The dealer appointments include: Connecticut White Truck Corporation, West Haven, Conn.; Cook Body Company, Charlotte, N. C.; El Paso Mack Trucks, Inc., El Paso, Tex.; Evangeline Mack Trucks, Inc., Lafayette, La.; Fleming-Raney Motor Sales, Inc., Dayton, Ohio; Harlan Shinkle Truck Sales, Peoria, Ill.; A. B. Hollinger & Son, Inc., Lancaster, Pa.; Motor Equipment Corp., San Antonio, Tex.; Patso Company, Inc., Houston, Tex.; Reading Mack Distributors, Inc., Reading, Pa.; Gus. Schroeder Truck Repair Company, St. Louis, Mo.

Mr. Glekel explained that the dealer appointments are part of a long-range program to increase Divco sales by increasing sales representation and introducing new vehicles. The corporation recently went into production on an aluminum van-type delivery truck.

Three Dunaway Appointments

The appointment of three executives within the sales division has been announced by Dunaway Products Corporation, Atlanta, Ga.

Burt Masters, formerly with the Kellogg Company, Battle Creek, Mich., was named Midwestern sales representative. He is a graduate of Western Michigan University.

Charles Lewis of Atlanta was named general sales manager of Dunaway's nationwide operation.

W. J. (Hank) Feldman, also of Atlanta, is the firm's new sales manager for the Southeastern and Southwestern states.

The company also announces its move into modern spacious quarters at 125 New Street, Decatur, Ga. The new building contains 3,000 square feet of space.

Lattner Twins Celebrate Eighty-Seventh Birthday

Twin brothers who founded a leading boiler manufacturing company in Iowa many years ago, Joseph A. and Paul M. Lattner, are this month celebrating their eighty-seventh birthday.

The brothers were born on September 14, 1872, in Lattnerville, Iowa, a small community west of Dubuque. In 1906 they entered the retail automobile business in Cedar Rapids and a few years later built and marketed a water still to make distilled water for car batteries. The similarity of a still to a small boiler brought them into the pressing machine boiler business, and in 1920 the boiler manufacturing business was incorporated.

The Lattners developed an oil burner to fire the boilers, and by 1926 the oil burner business was going so well that it was segregated from the boiler business. Joseph Lattner and his son Jack started the Century Engineering Company to build and market the oil burners, and Paul Lattner and his son Bud continued with the boiler business under the name of P. M. Lattner Mfg. Company.

Both businesses prospered. Paul retired in 1942 but remains as honorary chairman of the board of directors. Joseph is chairman of the board of the other company.

Guss Exhibits Abroad

Joseph Guss & Sons, Inc., Washington, D. C., current participant in the International

Today, the well dressed shirt wears POLYETHYLENE

There's something extra fresh . . . almost spanking new . . . about laundered shirts packaged in clear polyethylene. Customers respond to polyethylene packaging, and this response can build laundered shirt business for you.

Look at the special advantages polyethylene packaging offers:

Polyethylene film's "see-through" clarity is a show window for the service you're selling your customers. They like the clear, durable packages.

Polyethylene film is easy to print on—lets you merchandise your quality laundering right on the shirt package.

Polyethylene film works well in packaging operations . . . resists tearing . . . can be easily heat sealed.

Polyethylene film is the most inexpensive *clear film* you can buy.

Polyethylene film is now clearer than you've ever seen it before. One of U.S.I.'s polyethylene resins—PETROTHENE® 207—has become one of the most popular with producers of film used for packaging shirts. Ask your supplier about the special advantages of clear polyethylene film. U.S.I. will be glad to furnish the names of extruders making this film.

U.S.I. INDUSTRIAL CHEMICALS CO.
Division of National Distillers and Chemical Corp.
99 Park Ave., New York, 16, N. Y.
Branches in principal cities

Trade Fair at Poznan, Poland, has been selected to exhibit at the Zagreb, Yugoslavia, International Trade Fair in September.

The announcement was made by the company after it was selected by the United States Department of Commerce, Office of the International Trade Fair. The Yugoslavia exhibition is to take place from September 5-20. The theme of the U. S. exhibit is "Industry in the Service of the Consumer." It will be illustrated by a "Main Street" of stores and shops, indicating how the products of industry are conveniently available to American shoppers after being designed for their needs.

Representatives of the firm of Joseph Guss & Sons report that both the coin-operated laundry center and the one-girl shirt unit have been tremendous hits at the fair in Poland. The Forse one-girl shirt unit and the Philco-Bendix coin-operated laundry are on display.

Utility Promotes Siler

H. C. SILER

The promotion of H. C. "Si" Siler to the post of general sales manager has been announced by Utility Appliance Corp., Los Angeles, Calif. Formerly Western division sales manager, Mr. Siler will now supervise all field salesmen for Utility's Gaffers & Sattler, Mission and Utility brand products.

The promotion is a step in the company's new sales expansion program, according to P. L. Chabre, vice-president in charge of marketing and sales. Utility is embarking on a national campaign to increase distribution and sales for its Gaffers & Sattler air-conditioning, water heating, wall furnace, forced-air furnace, industrial blower and gas range divisions.

Mr. Siler came to Utility in 1957 with 22 years of experience in the appliance field. He had previously headed his own manufacturing firm.

National Cleaners Chemical Names Executives

ARTHUR SALZ

ROBERT VINER

Arthur Saltz has been elected vice-president of National Cleaners Chemical Mfg. Co., Chicago, Ill., it has been announced. Robert Viner was appointed national sales manager.

Mr. Saltz has a background of more than 14 years in production, research, sales and administrative aspects of manufacturing specialized chemicals for the drycleaning industry.

Mr. Viner, a graduate of NID, has been Midwestern sales manager for the firm since early 1957. In his new capacity he will coordinate sales activities and extensive national advertising and sales promotion programs on Rain-Guard Water Repellent and Nova-Tex and Siza-Tex Sizing.

Clesco Opens in Atlanta

Clesco National, Incorporated, Cincinnati, Ohio, has announced the opening of its new Atlanta offices serving Georgia, Alabama, Tennessee and Mississippi.

Jack Applebaum has been appointed district sales manager of the new offices, located at 684 Spring St., N. W.

This is Clesco's first venture into the Southern market. The company originated coin-operated laundry franchises with nearly 200 installations throughout Ohio, Kentucky and Indiana. The Nite 'n Day franchise consists of a completely installed plant, open 24 hours a day, seven days a week. Clesco also distributes coin-operated laundry equipment.

FMC Creates Ad Department

Creation of a new advertising and publicity department for Food Machinery and Chemical Corporation's Chemical Divisions, New York, N. Y., has been announced by J. V. Vernon, corporate vice-president. The Chemical Divisions are Westvaco Mineral Products, Westvaco Chlor-Alkali, Becco Chemical, Chemicals & Plastics, and Niagara Chemical.

The new department will provide services for each of these divisions (and appropriate staff departments) in the areas of advertising, technical and sales literature and product and personnel publicity.

Dr. Desmond M. C. Reilly has been named manager of the department. He is manager of advertising and technical information of FMC's Chemicals & Plastics Division.

Named as assistant manager (publicity) is Robert B. Rumely, former FMC Chemical Divisions' public relations representative.

Don Hanson, previously assistant advertising manager with Niagara Chemical, was appointed assistant manager (advertising).

Per Promotes Carpenter

ROBERT L. CARPENTER

Robert L. Carpenter has been appointed vice-president of Per Corporation, Orange, N. J., it was announced by Carl Blackman, president, and Russell B. Hobson, Jr., executive vice-president.

Mr. Carpenter will be in charge of field sales engineering. Well known in the trade as a field sales representative during the past four years, Mr. Carpenter has become thoroughly familiar with all types of drycleaning plant operations and their specific requirements for solvent maintenance equipment. He will assist Per Corporation distributors throughout the United States and Canada on application of Per equipment.

Manitowoc Advances Beduhn

D. E. BEDUHN

D. E. Beduhn has been named manager of the Drycleaning Products Division of Manitowoc Engineering Corp., a subsidiary of The Manitowoc Company, Inc., Manitowoc, Wis.

Mr. Beduhn has been associated with this division of the company for the past 10 years in the capacity of chief engineer. He was promoted to succeed D. N. Fuller, who retired July 1.

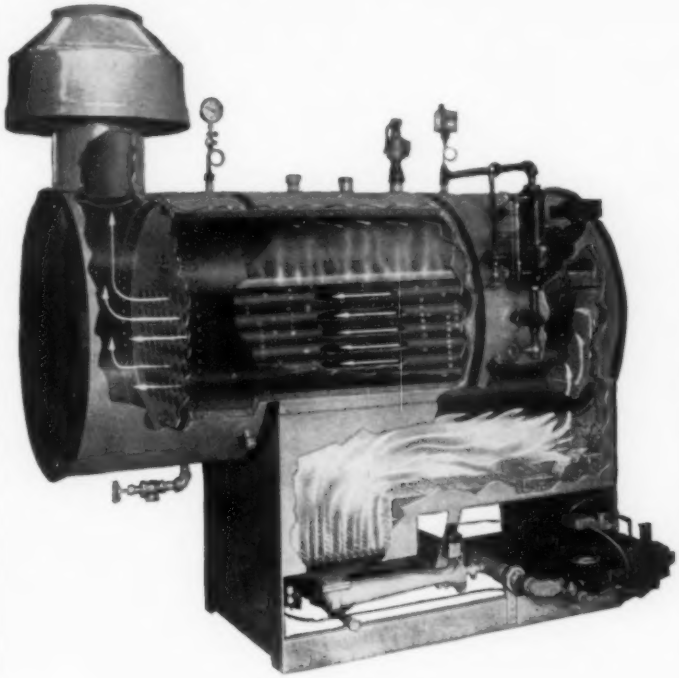
In his new position Mr. Beduhn will have charge of the company's complete line of drycleaning systems as well as the full line of spotting and finishing equipment.

Richard Wernecke, formerly Mr. Beduhn's assistant, has been placed in charge of engineering and production planning.

Great Lakes Elects Combs

William H. Combs has been elected a vice-president of Great Lakes Carbon Corporation, Los Angeles, Calif., it was announced by Walter Gramm, chairman of the board.

Mr. Combs will continue to serve as general manager of the company's Missouri Coke and



GAS FIRED LATTNER HRT

See —

the simplicity of design.
the 10 sq. ft. heating surface per H.P.
the quiet atmospheric gas burners.
the simple control setup.
the factory installed combustion chamber.
the rock wool insulated jacket.
an HRT boiler all in one piece.
the boiler that "coasts" with the load.
sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

P. M. Lattner Mfg. Company
Cedar Rapids, Iowa

Chemical Division with offices in St. Louis.

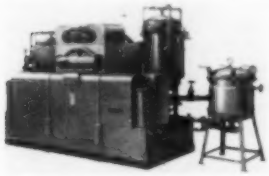
A graduate of the United States Military Academy, Mr. Combs was formerly associated with The F. & M. Schaefer Brewing Company, Brooklyn, N. Y.

NEW PRODUCTS AND LITERATURE

Continued from page 6

For additional information write Colmac Industries, Inc., 119 S. Oak St., Colville, Wash.

Detrex Lease Program



A new nationwide Million-Dollar Lease Program has been announced by Detrex Chemical Industries, Inc., designed to afford equal opportunity for modernization or expansion of drycleaning businesses of all volumes and classes.

Under the new program, states H. R. Norgren, vice-president, the free rental period has been extended to a full six months, followed by a two-year low-rate rental period. All models of Detrex equipment are now available for leasing, including the Monarch 140 unit pictured. The plan also incorporates a purchase option clause. The liberalized terms, notes Mr. Norgren, were included to help drycleaners burdened with obsolescence charges and excessive maintenance overhead.

Complete details on the new program may be obtained by writing Detrex Chemical Industries, Inc., Department E., P. O. Box 501, Detroit 32, Mich.

Antistatic Aerosol Spray

A new antistatic aerosol spray has been announced by The Simco Company. Neutro-Stat is said to be non-oily, non-greasy, nontoxic, nonflammable, and to dry almost instantly.

Neutro-Stat is also said to have solved the plastic-bag static problem. When sprayed on the outside of bags, Neutro-Stat prevents characteristic clinging and unsightly wrinkling, making them safer near young children, Simco points out.

The static neutralizer is available in bulk as a liquid concentrate to which water or alcohol is added to make a ready-to-use solution for dipping, wiping, spraying, use in rinse waters, conditioning baths, etc. Neutro-Stat is packaged in 16-ounce aerosol cans.

For more information write The Simco Company, 920 Walnut St., Lansdale, Pa.

New Davies-Young Packaging

New merchandising cartons are now being put into use by The Davies-Young Soap Company for Buckeye Re-Vi moisture-repellent agent and Buckeye paint, oil and grease remover, it was announced by Morry Friedlander, sales manager of the Dry Cleaning Division.

Both products will now be packaged in gallon containers. The carton for Buckeye Re-Vi is designed in green and the other in red. Mr. Friedlander explained that the packaging change is part of the company's over-all marketing emphasis on informative and eye-catching packaging.

For additional information write The Davies-Young Soap Company, 705 Albany St., Dayton 1, Ohio.

Tumbler Heating System

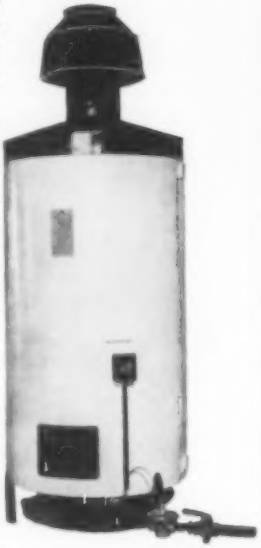
A newly developed heating system is now installed on all Hammond gas-heated tumblers, according to Roger N. Conger, president of Hammond Laundry and Cleaning Machinery Company. The new heating system is standard equipment, and improves considerably the heat-

COMCO

The Water Heater

engineered to give you

More Hot Water Per Dollar!



Here is a superior water heater designed especially for commercial installations where trouble-free hot water operation is a must.

Quick recovery provides more hot water and internal flue design gives economy of operation. The tank design combines strength with durability. The heater is hot dipped galvanized inside and out, including tubes, for rust and corrosion-free performance.

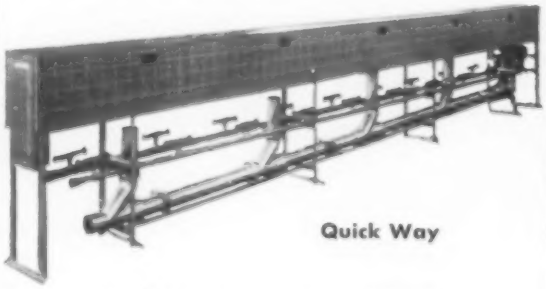
The unit is automatically controlled with General Controls. Easy access is provided to both controls and burner.

RATINGS:

COMCO 900 — 900,000 BTU per hour
COMCO 700 — 680,000 BTU per hour
COMCO 500 — 500,000 BTU per hour
COMCO 260 — 260,000 BTU per hour

One Year Unconditional GUARANTEE,
Four-year Prorated
Approved by AGA & ASME Laboratories

Save Money in Your Coin-Op Store



Quick Way

Prefabricated pipe and electrical unit installation for coin-op stores and laundromats. Completely enclosed with Marlite for long life and ease of cleaning. U.L. Approved.

Sold only through Authorized Jobbers

Eastern Representative: Henry O. Norton, 518 Prescott Rd., Merion Station, Pa.

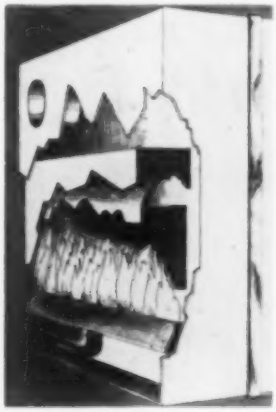
Jobbers write today for details

COMMERCIAL HEATER CO., INC.

648 N. CALHOUN BOX 4525 FORT WORTH 6, TEXAS

ing thoroughness of the tumblers, he stated.

Fred Winslow, chief engineer for Hammond, said the new heating system has an exclusive



manifold-type burner, firing into a multi-venturi mixing chamber to distribute a constant sheet of flame over the entire heating area. This assures a uniform source of clean, evenly heated air that not only heats faster, but more thoroughly throughout the entire tumbler cylinder, according to Mr. Winslow.

More complete information can be obtained by writing Hammond Laundry and Cleaning Machinery Company, Hammond Bldg., Waco, Tex.

Dow Seasonal Display

A point-of-sale display designed to feature seasonal sales messages is being offered in limited quantities to drycleaners by The Dow Chemical Company.

Based on the motif of Dow's Clothing Care-ousel program, which has carried the message of modern professional drycleaning to the teen-age market in classrooms across the country, the display consists of a full-color cardboard merry-go-round on a base adjustable from 2 to 6 feet high.

Three interchangeable cylinders go on top of the revolving merry-go-round which is activated by heat from a light bulb contained in the display. Each cylinder carries a seasonal message, the first of which is shown here. The one keyed to fall activities is furnished initially with the display and the remaining messages are supplied by the distributor during the appropriate seasons.

The second message stresses the need for drycleaning fall and winter clothing and such household items as draperies, slipcovers and throw rugs. Professional care of clothing for the winter party season is the third theme.

For more information write Dow Chemical Company, 500 Main St., Midland, Mich.

Free Depreciation Booklet

A booklet offering an easy-to-read, detailed explanation on depreciation factors affecting the purchase of new drycleaning equipment is being offered free by Detrex Chemical Industries, Incorporated.

The booklet deals with that part of the Mills Act that pertains to the initial write-off of personal business property. This provision, Section 179 of the Internal Revenue Code, is an important change in our tax system and will prove an influencing factor in the purchase of much needed equipment, according to H. R. Norgren, Detrex vice-president. The new depreciation method was passed by Congress in 1958.

For a free copy of the booklet write Department DF, Detrex Chemical Industries, P. O. Box 501, Detroit 32, Mich.

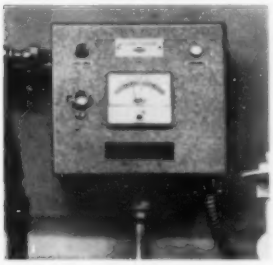
Balancing Poly Resin

A polyethylene resin developed by U. S. Industrial Chemicals Co., designated Petrothene 207-62, is said to combine effective anti-block and

balanced slip properties, making it possible to produce film bags which are easy to handle in a great many packaging applications. Slip is the ability of one film layer to slide (horizontally) over another, while blocking is the condition whereby film sticks to itself and is difficult to pull apart (vertically). Although somewhat related, they are two separate and distinct factors which can be controlled simultaneously or individually. Both influence the speed of packaging.

For more information write U.S. Industrial Chemicals Co., Division of National Distillers and Chemical Corporation, 99 Park Ave., New York 16, N. Y.

Drew Auto-Tracker



The problem of maintaining the proper detergent-moisture ratio in the cleaning system is said to have been solved by a new Auto-Tracking System recently introduced by E. F. Drew & Co.

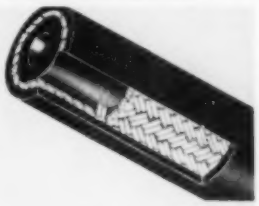
Described as the first true automation in the drycleaning industry, the Drew system may be used in even the smallest operation, automatically adding detergent and moisture to the cleaning load under full temperature control.

The A-T-S is said to eliminate the need for prespotting and rinsing operations and to make unnecessary the classification of colors or fabrics. The maker notes that the A-T-S automatic balanced addition of detergent and moisture does away with time-consuming testing for soap, detergents and fatty acids, and with the hazard of mixing raw water with solvent.

The Drew system consists of a controller unit and a detergent and moisture supply tank with cut-off pump. It may be integrated into any drycleaning equipment, charge method or bath system. It provides internal and external temperature controls and a built-in safety factor that shuts off safely in case of power failure. The system features a pretested sensing element that is said to have been used in government and atomic operations.

For more information write E. F. Drew & Co., Boonton, N. J.

Fortified Steam-Iron Hose



A steam iron hose, said to be burst-resistant, lightweight and flexible, has been announced by Raybestos-Manhattan, Inc.

The Homoflex steam pressing iron hose is designed for a wide margin of safety and operator protection, according to the maker. The hose features a tube with high resistance to heat and charring while the butyl cover is said to withstand heat and oxidation and remain flexible despite long usage.

The strength member, composed of long-fiber asbestos, is tightly twisted around a high-tensile, corrosion-resistant wire to make the hose burst-resistant. The wire, states the company, prevents an open burst when the hose is worn out.

The Homoflex hose comes in sizes $^3/_{16}$- to $^3/_8$-inch and is recommended for use with up to 100 pounds of steam pressure.

For more information write Raybestos-Manhattan, Inc., Manhattan Rubber Division, Passaic, N. J.

Improved Steam Iron

A heavy-duty steam iron pressing system, said to embody innovations borrowed from the jet aircraft industry, has been introduced by Automatic Steam Products Corp.

The Sussman Electro-Matic System consists of two integrated sections, iron and Steam Separator. The aluminum sole plate has a Hard Kote finish,

QUIZ for CLEANERS...

YOUR CUSTOMERS WILL ASK:

Can my cashmere sweater be dyed?

I have a fine cashmere coat that has faded. Could you dye it for me?

Our school board wants to know if you will be able to apply flame-retardant to the drapes.

Will you dye my wool knit suit navy blue for Fall?

If you are an Almore customer, you can answer "yes" to these questions with confidence.

For more information which will help you and your employees in the handling and acceptance of dye work, send for our free pamphlet and guide.

Send all garments and household goods for dyeing to:

ALMORE DYE HOUSE

INTEGRITY QUALITY MEMBER Garment Dyers GUILD of America

DYEING is our ONLY Specialty

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Continuously in business since 1919

. . . the dyeing name of undying fame

SMALL STEAM TRAP

. . . but large capacity!

New Design
New Operating Principle

Small as a tee fitting! That's the Sarco TD . . . all sizes ⅜ to 1"!

But don't let the small size fool you! ½" Sarco TD, for example, has capacity of 1280 lbs/hr, 150 psi, saturated steam temperature.

Capacity is determined, *not* by a bulky body, but by the effective orifice, valve action, pressure drop, and condensate temperature.

Few of many advantages

Same trap and large capacity seat for all pressures, 10 to 600 psi . . . light or heavy loads. Self-adjusting. Has no valve mechanism. Only one moving part.

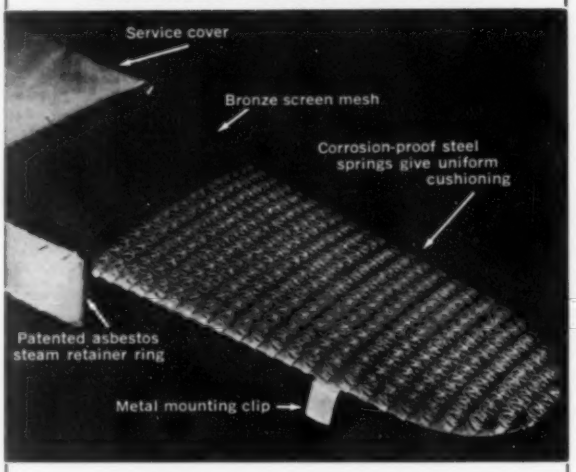
Ask for 60-day trial trap and strainer. No cost or obligation. Buy *only* if satisfied. Specify size, use. Sarco Co., Inc., 635 Madison Ave., New York 22, N. Y.

2228-F

SARCO Thermo-Dynamic STEAM TRAP

THE MODERN TRAP THAT IS MAKING STEAM TRAPPING HISTORY!

LIFETIME GUARANTEE



ZEIDLER "Perma-Pad"

Spring Cushion for Drycleaning Presses
Permanently resilient—can't bake or pack down!

Easily installed — economically priced

Write for literature

ZEIDLER Manufacturing Co., Inc.
633 Concord Avenue, Mamaroneck, N. Y.

originally developed to guard aluminum aircraft from extreme heat.

This finish, the company says, not only protects the unit from nicks and bruises, but actually endows it with a surface tougher than steel, unusually light weight, with a larger surface area per pound than ever before possible.

Other features pointed out by the manufacturer are: cast-in element; transistorized control switch; and newly designed piston-loaded solenoid.

The Sussman Electro-Matic is available in weights from 4 to 15 pounds, with special models offered for seam opening and underpressing. Like the other Sussman irons, it has received UL approval.

For additional information write Automatic Steam Products Corp., 140 W. 31st St., New York, N. Y.

Drape Folder Unit

The Qualitex Fast Drape Holder for producing decorator's fold draperies has been announced by Quality Products Company.

With the new unit, the manufacturer states, operators can fold draperies directly from presses, eliminating extra handling. The press operator does the folding, and the unit requires no floor space.

The unit is said to be fast and easy to use. One operation will hold all header pleats securely in place. The holder may also be used to keep extra-long drapes off the floor while finishing.

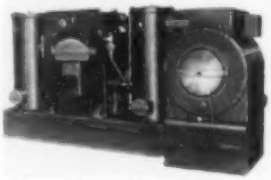
For further information write Quality Products Company, 5760 W. Grand Ave., Chicago 39, Ill.

Manitowoc Two-Bath Unit

Announcement of a new two-bath perchlor drycleaning system with a dry load capacity of 50-55 pounds has been made by Manitowoc Engineering Corp.

The unit, capable of handling 150 pounds or more an hour, includes everything needed for immediate two-bath operation —washer-extractor, two tubular filters, a No-Surge-Over still, built-in storage tank and recovery tumbler. Automatic air controls program the washing-rinsing-extracting cycle after one setting. Changes in cycle variations can be made in minutes without adjusting cams, changing records or installing new parts, according to the company.

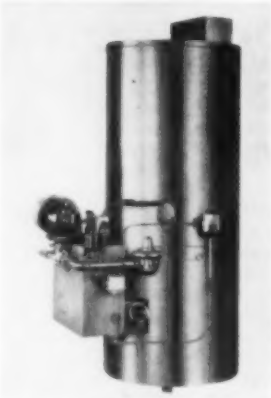
Manitowoc Diverti-Flo solvent control prevents the intermix of rinse and wash solvents, eliminating many valves that could cause trouble. The manufacturer also points out the Extra-Dry muck extraction process that is said to return more than 94 percent of solvent to the storage tank, leaving a dry, easy-to-handle residue.



Two big tubular filters designed to purify a large volume of solvent in a short time have simple four-way valves for fast semi-automatic backwash action. The recovery tumbler features a large 36-by-38-inch cylinder.

For additional information write Manitowoc Engineering Corp., Manitowoc, Wis.

Vertical Water Heater



A new line of V-CD immersion water heaters, vertical floor-space-saving versions of the Sellers Controlled Draft Water Heater, has been announced by Sellers Engineering Company.

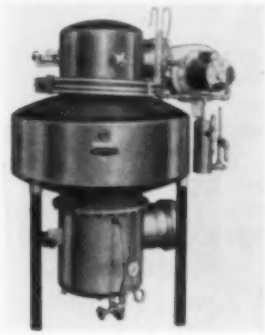
These immersion firing heaters are simple, compact and fully automatic. The maker says the improved models have been returned to the Sellers line because of increased demand for a package-type large-volume heater requiring a minimum of floor space. The armed forces have specified these units.

The Sellers Model V-CD

heater is made in two types, the standard model which is direct-fired and provided with solid copper tubes, and the indirect model equipped with a copper-tube heat exchanger and steel firing tubes recommended for heating zeolite-softened water and the more aggressive soft waters in some localities.

For more information write for Bulletin No. 5214, Sellers Engineering Company, 4876 N. Clark St., Chicago 40, Ill.

Compact Vic Solvent Saver



A compact new solvent-saving Vic Mileage Booster, Model 128, has been introduced by Vic Manufacturing Company. The smaller unit was designed to operate with the same efficiency as larger sizes, but requires little floor space. It can, if necessary, be mounted on ceiling or wall.

The 128 was planned especially for the drycleaner who uses less than 12 drums of solvent per year. Operation is almost entirely automatic and field tests have indicated that the unit requires virtually no maintenance. The company adds that Vic jobbers will provide a free analysis of the plant to help the drycleaner select the right size Mileage Booster for his particular operation.

For more details and specifications write to Vic Manufacturing Company, 1313 Hawthorne Ave., Minneapolis, Minn.

Victor Computer Booklet

A free 35-page illustrated booklet, "Your Keys to Better Business," has been made available by Victor Adding Machine Co.

Directed to both large and small firms, the booklet features latest model Victor adding machines and calculators with information on applications, features, specifications and protective maintenance.

For a copy of the booklet write Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill.

PEOPLE AND PLACES

SOUTH WEST

North Side Cleaners, 2916 Pasco, Oklahoma City, Okla., has installed a storage vault.

A storage vault has been added at Gearner Cleaners, 314 N. Main, Winnsboro, Tex.

Rillis Donham has purchased Custom Cleaners, 206 N. Main, Sebastopol, Calif., from Dorothy Holeman.

Smith Cleaners, Ladonia, Tex., has been purchased by Hugh Smith from Earl Smith and moved to Honey Grove.

Bill Sowell is the new owner of Teague Cleaners, 246 S. Murphy Ave., Sunnyvale, Calif.

Newport Cleaners will be housed in a newly constructed addition at Richard's Lido Shopping Center, Newport Beach, Calif.

Payless Cleaners has been opened at 226 Pacific Ave., Rodeo, Calif.

A storage vault has been added at Alladin Cleaners, 733 S. 75th, Houston, Tex.

Softone Dry Cleaning and Laundry has opened a branch at 1308 Alondra, Compton, Calif.

Brown Cleaning and Laundry Co., 1100 S. Haskell, Dallas, Tex., has opened a unit at 1800 McMilian. Other locations are at 5421 E. Grand and 512 S. Fitzhugh.

Meader's Cleaners, San Francisco, Calif., has opened a

Are YOU missing this juicy PLUS volume AND profit?

There's BIG PROFIT in
DYEING *thru*
GENERAL

No investment. No overhead. Extra customer satisfaction and good will. 25 years growing nationwide service, all under one roof. All work fully guaranteed.

7 Profit-making Extras for YOU!

1. DYEING—garments and household goods—fully or semi-finished
2. RUGS—cleaned, dyed, finished. Any size rug or carpet, any grade of finish
3. RE-WEAVING—invisible repairs of cuts, tears, burns, moth damage
4. LEATHER—suede and leather cleaning, dyeing, finishing
5. STORAGE—refrigerated, moisture-controlled vaults for furs, woolens
6. PILLOWS—cleaned and renovated—fluffed, sterilized, deodorized
7. FURS—cleaned and revitalized by furrier method. Not drycleaned

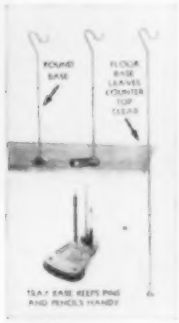
FREE! *Write today for handsome brochure and confidential wholesale prices*

General Dyeing Co.

818 DORMAN ST., INDIANAPOLIS, IND.

MODERNIZE WITH KD

COUNTER RACKS



Speeds check-out. Keeps garments wrinkle-free and prevents damage to bags. Builds good-will. Sturdy construction — strong, polished chrome plated steel rods with cast aluminum base. Special set-screw in base keeps hook in position; prevents rod from turning.

Round Base . . . $4.50 ea.
Tray Base . . . . $5.50 ea.
Floor Base . . . . $4.95 ea.

Rounded Yoke Won't Tear Plastic

KD PORTABLE BAGGER

Handy, fast-action, portable bagger takes minimum space. Foot-pedal operation. Raises and lowers to any height desired. Silent cushioned stop. Light weight. Sturdy construction. Attractive finish. Handles any size bag — paper or plastic. Smooth rounded yoke will not tear plastic.

Price . . . . . $20.85 each

See Your Jobber For These Other KD Products
Now! KD Quick Bagger — Roll Plastic Bag Maker
KD KAR BAR • KD Little Joe
Numbering Outfits • Identification Tags and Systems

THE KEYES-DAVIS COMPANY
Battle Creek, Michigan

Write for Catalog

STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **$69.50**

Replacement Liner ..... **$ 4.95**

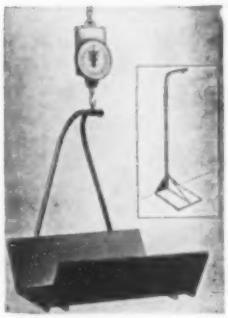
ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **$39.75**

With stand add $15.00
Scale alone $18.00
Basket alone $22.00

Send for our complete Catalogue



Sold through all Drycleaning & Laundry Jobbers.

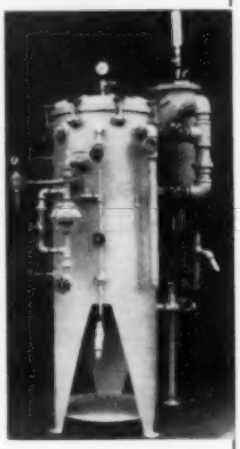
NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

CHECK THESE INTERESTING FEATURES . . .

ONLY the NEW MAFS COOKER and STILL offers you these big advantages

- Uses your present filter—no additional filter required
- Filter powder transferred by circulation
- No motors, pumps, gears, screens, air compressors, aftercoolers or steam chests to worry about
- Bridging and clogging completely eliminated
- Solvent and soap drained before cooking
- The only still with self cleaning coils
- Filter pressure kept to a minimum



A FEW DISTRIBUTORSHIPS STILL OPEN

DIRECT INQUIRIES TO—

MAFS CORP.

53-07 VAN DAM ST.
LONG ISLAND CITY 1, NEW YORK

branch in the Farmer's Market of the Hillsdale Shopping Center. The firm, owned by J. J. Kearn, is also located in Palo Alto and San Mateo.

G. S. Bryan, president of Bryan's Cleaners and Dyers, Pasadena, Calif., has announced the opening of a branch at Lake and Mendocino in Altadena.

More than 1,000 persons registered and toured Faultless Cleaners and Launderers, 1900 E. Houston St., San Antonio, Tex., during its recent open house.

Cherry Cleaners has been relocated at the expanded Pelton Center, San Leandro, Calif.

Sparkle Cleaners, 12 Niles, Bakersfield, Calif., has added a storage vault.

Hampton's Cleaners, Wylie, Tex., has completed installation of new drycleaning equipment, according to O. W. Hampton.

Sutherland Cleaners, owned by Mr. and Mrs. Lee Sutherland, is now occupying new quarters at 1111 N. Tennessee St., McKinney, Tex.

An extensive remodeling program, including the addition of new equipment, has been completed at Sunnyside Cleaners, 4722 E. Gage Ave., Bell, Calif., operated by R. P. Madison and E. Younger.

SOUTH EAST

Edward N. Burg has opened a drycleaning establishment at 2721 So. Broad St., Homewood, Ala. Mr. Burg is also co-owner of Amberson Cleaners with D. C. Amberson, and is a director of the Greater Birmingham Cleaners Association.

United Cleaners, 1222 Washington St., Vicksburg, Miss., has installed a storage vault.

City Cleaners & Dyers, New Orleans, La., was among the 22 firms which reported no accidents during the month of May in the area. The announcement was made by the Metropolitan New Orleans Safety Council, which sponsors the fleet safety contest.

Fort Pierce (Fla.) Dry Cleaners, now under new management of John W. Hargis, will install new drycleaning equipment.

Lafayette (Tenn.) Cleaners, 109 Main St., has been remodeled.

Nu-Way Cleaners, 1022 W. Raynolds, Plant City, Fla., has added a storage vault.

Key Tone Cleaners has been opened at 1301 Tebeau St., Waycross, Ga., by Milton Keaton.

NORTH WEST

Mastercraft Cleaners, owned by Mr. and Mrs. Avery Grimsley, has been opened in new quarters at 722 E. Greenwood Ave., Bend, Ore.

Mr. and Mrs. Charles E. Corcoran and son, Jerry, have purchased Huron (S. D.) Cleaners and Dyers, 34 Second St., S. E., from Arnold E. Hegg.

Crown Cleaners and Laundry, First and Valley, Baker, Ore., has completed an extensive remodeling program, which includes a storage-vault addition. Paul and Jim York, L. E. Colombari and Harold Staten are the operators.

A business license has been issued T & M Cleaners, Inc., 9020 N. Jersey St., Portland, Ore.

William F. McWilliams has sold his interest in Capitol Cleaners, 815 S. Third St., Bend, Ore., to his partner, Evelyn M. Tilden.

A. J. Bean and Walter Koch, owners of Pantorium Cleaners and Dyers, Oregon City, Ore., have sold the business to a former employee, Jack Green, a graduate of the NID.

Plans have been announced for establishment of Wardrobe

Cleaners in the Village Shopping Center, now under construction on Virginia Ave., North Bend, Ore.

Ken Glass, Morris Corderman and Dalton Gressit have purchased Drive-In Cleaners, 1405 S. E. Stephens, Roseburg, Ore., from Tom Mills and Carl Wood. The establishment will be operated as Go-Go Drive In Cleaners.

Don Sissel has purchased Charm Cleaners, Eugene, Ore., from John McMann.

Five Point Cleaners, located at Broadway and E. Madison St., Seattle, Wash., for the past 15 years, has signed a 10-year lease on a new building at 10th Ave. and E. Madison St. Alex Swartz is the operator.

Reliable Cleaners, Medford, Ore., is now owned by Mr. and Mrs. Wayne Jones.

Mr. and Mrs. Albert Jackson have purchased R and M Cleaners, Tillamook, Ore., from Ray and Mary Morin.

Mrs. Harlan Kalm is again operating Zillah (Wash.) Home Cleaners, leased to James Bray.

Superior Cleaners, Belle Fourche, S. D., has added a storage vault.

La Belle Cleaners, located at 29 La Belle Ave., Detroit, Mich., since 1919, is moving to new drive-in quarters at 15851 Woodward Ave. The firm is owned by Al Davis.

John and Irma G. Penney have been granted approval for incorporation of Penney's Dry Cleaning Specialists, Inc., 896 Youngstown-Poland Rd., Struthers, Ohio. The brother and sister are operators of Peek Cleaners in Youngstown and Alliance.

Cramer's Master Cleaners, 226 N. State, Elgin, Ill., has added a storage vault.

A storage vault has been installed at Band Box Cleaners, 1217 Superior St., Tomah, Wis.

A grand opening was held recently by Russell Anderson at Anderson's Cleaners, Ashmun Hill, Sault Ste. Marie, Mich.

Ten Karet Cleaners has been opened by Jim Reggio at 25414 Jefferson, St. Clair Shores, Mich.

A storage vault has been added at Artistic Cleaners, 739 S. Cicero Ave., Chicago, Ill.

NORTH CENTRAL

A storage vault has been added at Royal Cleaners, 1612 S. Hastings Way, Eau Claire, Wis.

Stuart (Iowa) Cleaners, owned by Mr. and Mrs. C. W. Brewster, has been remodeled.

Swiss Cleaners, 1544 W. 51st, Chicago, Ill., recently celebrated its fiftieth anniversary. Since being purchased by Ted and Barbara Chudzik in 1953, the business has undergone major improvements.

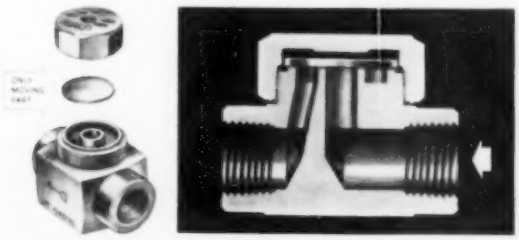
DOMINION of CANADA

McLeod Cleaners Ltd. is now in its new location at 10579 Trans-Canada Highway, Whalley, B. C.

Barth's Cleaners, 198 Yonge St., Richmond Hill, Ont., has leased property on Yonge St. S. in Aurora, for establishment of another location.

Expert Dry Cleaners and Laundry Ltd., Edmonton, Alta., has been opened in new quarters on 105th St. Ambrose and Walter Holowach, the operators, are sons of the founder, Sam Holowach.

Ed Cook is the new manager of Chemainus (B. C.) Cleaners.



SIMPLEST STEAM TRAP

Trouble-free design practically eliminates maintenance

1. *No complicated mechanism!* Look at the cross-section above. Not a pin, lever, gasket or bucket in sight! There aren't any . . . in the practically trouble-proof Sarco TD . . . simplest of all steam traps.

2. The kinetic energy of steam closes the valve. No mechanism needed.

3. Only 3 simple, rugged parts (not assemblies) . . . made of stainless steel. Only 1 moving part.

4. No narrow channels to choke. No gaskets to leak.

Ask for 60-day trial

We'll send you Sarco TD steam trap, strainer. No cost or obligation. Buy *only* if completely satisfied. Advise size—3/8, 1/2, 3/4 or 1"—and use. Sarco Co., Inc., Empire State Bldg., N.Y. 1, N.Y.

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SARCO Thermo-Dynamic TRADE MARK **STEAM TRAP**

THE MODERN TRAP THAT IS MAKING STEAM TRAPPING HISTORY!

LEATHER & SUEDE

Expertly CLEANED, DYED and REFINISHED

. . . at LOWEST WHOLESALE PRICES

- *Jackets* • *Coats*
- *Gloves and everything in Leather*

Prompt Service Anywhere in U. S. A.

SEND FOR COMPLETE DETAILS: Price lists, labels, order blanks and advertising material.

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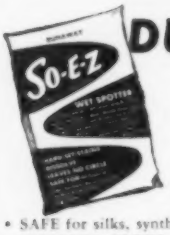
NO MORE CURLED LAPELS

Amazing garment retainer eliminates curled lapels, keeps coats from sagging and drooping, gives garments that "deluxe" look. Order today, reasonably priced. Order direct or from your jobber.

THE COAT RETAINER CO.
P. O. Box 7021 San Antonio, Texas

it's NEW
DUNAWAY SO-E-Z
SPOTTER



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Simple to use—just add one package of DUNAWAY CONCENTRATED POWDERED SPOTTER to one gallon of water.
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A storage vault has been added at Ace Cleaners, 1914 Avenue Rd., Toronto, Ont.

Work has been completed on a new front at Moosomin (Sask.) Dry Cleaners.

John A. Schaw has been elected vice-president of Pattons Cleaners, Ottawa, Ont.

A storage vault has been added at De Luxe Cleaners, Lachine, Que.

King City (Ont.) Cleaners and Laundry is now under the management of Peter Mergl.

Model Cleaners, 6560 Main St., Vancouver, B. C., has opened a unit in the Ladner Shopping Center in Ladner. Mr. and Mrs. Eric Nilsson are the owners.

Reliable Cleaners Ltd., Halifax, N. S., has added a self-service laundry at 210 Spring Garden Rd. Similar locations are on Gottingen St., and in Dartmouth.

NORTH EAST

Dominic and Salvatore Cristofaro have purchased Yale Cleaners, 19 Whiting St., Plainville, Conn., from Henry M. Sneideman.

Phoenix Cleaners, Inc., 320 Bridge St., Pottsville, Pa., has been incorporated by Stephen L. Jablonski, Genevieve Doris Cramer and Eleanor B. Hilterbrand.

One Hour Dry Cleaners has been opened in the Beachwood Shopping Center, Toms River, N. J. Herb Dinerstein is the owner.

A grand opening was held recently by W. W. Horton at Kernwood Dry Cleaners in its new location on Essex St., Melrose, Mass.

Al Wilson of Highland Dry Cleaning & Laundry, Main St., Toms River, N. J., has added coin-operated equipment.

Charles P. Wind, owner of Dura Cleaners, 331 Main St., Medina, N. Y., has announced plans for establishment of a coin-operated laundry jointly with his brother, Paul.

Plans have been approved for erection of a building by Pride Dry Cleaning Co. on Ashford Ave. and Pearl St., Dobbs Ferry, N. Y.

Mr. and Mrs. Irving Guberman have opened Grand One-Hour Cleaners & Tailors, 172 Canal St., Ellenville, N. Y.

Reliable Cleaners, 214 W. Central, Natick, Mass., has added a storage vault.

Bond Cleaners has leased space in the new Wrightstown (N. J.) Shopping Center.

Taft Cleaners has rented space in the shopping center under construction on Route 22, Watchung, N. J.

Chani Brothers Cleaners has been opened at Monument Square, Marlboro, Mass.

With the completion of a building program early in September, Darien (Conn.) Laundry, Inc., will operate as Darien Cleaners and Launderers in its new $250,000 plant on the Post Rd. at Birch. The president and vice-president, Sol and Seymour Krevlin, both have drycleaning and laundry operations in New Canaan and Darien, as well as Port Chester, N. Y.

OBITUARIES

Hartley A. Campbell, 49, manager of Personal Service Cleaners Ltd., St. John, New Brunswick, Canada, died recently while on a fishing trip. Mr. Campbell was a member of the Lake Island Fishing Club and of Grand Lake Lodge, No. 47, F&AM, Minto. Surviving are his wife, two sons and three daughters.

Samuel Cerf, past president of the California State Board of Dry Cleaners, died recently in Redwood City. Mr. Cerf was also a past governor of the Moose. He is survived by his wife and son.

W. M. "Mike" Cissell, 68, founder and president of W. M. Cissell Manufacturing Company, Inc., Louisville, Kentucky, died July 24 after a short illness. Mr. Cissell was a pioneer in the manufacture of drycleaning and laundry equipment, and held 23 domestic patents and an equal number of foreign patents on equipment and devices used in the trade. He operated the company, which he founded in 1934, as sole owner until 1947, when the firm was incorporated. During World War II Mr. Cissell was one of ten leaders of the industry appointed by the National Production Authority to the Laundry and Drycleaners Machinery Manufacturer's Industry Advisory Committee. A generous contributor to children's causes, Mr. Cissell belonged to numerous clubs in Louisville, and the Bahia-Mar Boat Club in Ft. Lauderdale, Florida, where he maintained a residence. He was an ardent fisherman, hunter and ocean-sailing enthusiast. Survivors include a son and daughter.

Floyd S. Moatz, 70, owner and operator of Kenton (Oregon) Cleaners, died recently. Mr. Moatz was a member of Order of Eastern Star, Kenton Businessmen's Club and Bethel No. 41. Surviving are his wife and two daughters.

Clinton Joseph Thomson, 64, operator of a drycleaning and laundry business in Sonoma, California, for the past 50 years, died recently. Surviving is his wife.

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Extra Cash For You With No Extra Work

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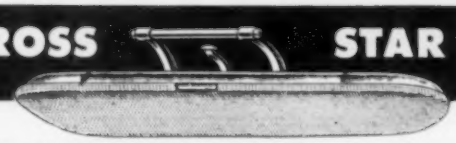
GROSS STAR



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ANNUAL CONVENTIONS

September 20, 21 and 22—Virginia Association of Launderers and Cleaners, Hotel Jefferson, Richmond.

September 24, 25 and 26—New York State Launderers & Cleaners Association, Scaroon Manor, Schroon Lake.

September 24, 25 and 26—Kentucky State Laundry and Cleaners Association, Phoenix Hotel, Lexington.

October 9, 10 and 11—Oregon State Dry Cleaners Association, Umpqua Hotel, Roseburg.

October 14, 15 and 16—Laundry and Cleaners Allied Trades Association, Shoreham Hotel, Washington, D. C.

October 17, 18, 19, 20, 21, 22 and 23—Eastern Seaboard Conference Cruise of Laundry and Drycleaning Associations (Maryland, District of Columbia and Virginia Laundryowners' Association, Massachusetts Laundryowners Association, New England Linen Supply Association, New Jersey Laundry and Cleaning Institute and New York State Launderers and Cleaners Association), Queen of Bermuda Cruise.

October 22, 23 and 24—Dry Cleaners and Launderers Institute (**Ontario**), King Edward Hotel, Toronto, Ontario.

October 22, 23 and 24—Canadian Cleaners and Launderers Allied Trades Association, Queen Elizabeth Building, Toronto, Ontario.

October 23, 24 and 25—Pennsylvania Association of Dyers and Cleaners, Webster Hall Hotel, Pittsburgh.

October 31 and November 1—Cleansing Plant Owners of **Massachusetts,** Bradford Hotel, Boston.

November 20, 21 and 22—Illinois State Dry Cleaners Association, Pere Marquette Hotel, Peoria.

November 21, 22 and 23—Ohio Drycleaners Association, Sheraton Gibson Hotel, Cincinnati.

December 4, 5 and 6—Michigan Institute of Drycleaning, Detroit-Leland Hotel, Detroit.

December 5 and 6—Wisconsin and Upper Michigan Drycleaning Institute, Schroeder Hotel, Milwaukee.

1960

February 22 and 23—National Institute of Drycleaning, Chicago.

February 24, 25, 26, 27 and 28—American Institute of Laundering, Conrad Hilton Hotel and International Amphitheatre, Chicago.

43 YEARS with the DRYCLEANING INDUSTRY

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NATIONAL FIRE INSURANCE EXCHANGE
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Low Cost! Efficient!

Finishing aid to your drapery cleaning . . . saves time, labor! "Little space" equipment pays for itself in a week! Brings repeat business because you're expert!

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

CENTRAL ILLINOIS: ONLY PLANT IN TOWN OF 1,500 POPULATION. ESTABLISHED 14 YEARS, SAME OWNER. REAL ESTATE OPTIONAL. DOING $12,000. OWNER HAS OTHER INTERESTS. ADDRESS: Box 8763, NATIONAL CLEANER & DYER. -2

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year $75,000. Long-term lease and will sell building with business. For further information. **ADDRESS:** Box 8831, **NATIONAL CLEANER & DYER.** -2

WESTERN MONTANA—Modern solvent plant, $20,000 gross sales. Price $13,000—$8,000 down, balance at 5%. Option to buy real estate. **ADDRESS:** Box 8856, **NATIONAL CLEANER & DYER.** -2

Beautiful solvent plant, fully equipped to do $100,000 business a year. All equipment in excellent condition. Plant is of brick construction with two-car garage. 1954 Chevrolet station wagon driven 25,000 miles. Established thirty-two years, doing $25,000 business annually. All cash-and-carry with one outlet. Under doctor's orders I must retire. Will sacrifice business for $10,000. Real estate—will sell or rent to suit. Don't do anything until you investigate this lifetime offer. Contact owner, Leo R. Arlen, c/o Tip Top Cleaner, 580 St. James Avenue, Springfield, Massachusetts. 8879-2

COMPLETE FUR STORAGE VAULT—8,000 COATS, STORE, COOLING SYSTEM, PIPE RACKS, GOOD INSIDE LOADING, HEAT, CORNER PROPERTY, MAIN STREET, CHEAP 80¢ SQUARE FOOT OR WILL SELL. 11 MILES FROM NEW YORK CITY. WRITE WILLIAM PATLOSKY, 25 WILLARD STREET, GARFIELD, NEW JERSEY. 8880-2

Wish to retire to lake property. Will sell my newly built drive-in cleaning plant in central Illinois. Only one-and-half years old. Have good business. Only one that delivers in town of 16,000. Business can be doubled in a year. Across from new shopping center and have no parking problems. Come stay for a week and see for yourself. $8,000 down, balance as rent. **ADDRESS:** Box 8887, **NATIONAL CLEANER & DYER.** -2

Modern solvent cleaning and laundry business. Building and equipment less than ten years old. County seat. Elite Cleaners & Laundry, Colfax, Washington. 8888-2

SYNTHETIC PLANT 4,000 SQ. FT. FLOOR SPACE. $60,000 ANNUAL VOLUME AND GROWING FAST. BUSINESS AND EQUIPMENT $15,000. TERMS. RENT $300 PER MONTH, LONG LEASE. COME AND WORK AS AN EMPLOYEE—TALK TO THE CUSTOMERS. SEEING IS BELIEVING. YOU WILL GET A BARGAIN. MR. PEELER, 2308 RHODE ISLAND AVE., N.E., WASHINGTON, D. C. 8889-2

OREGON: Drive-in synthetic plant with large comfortable living quarters. $18,000 including property. Half down. Sharp Cleaners, 500 Rogue River Highway, Grants Pass, Oregon. Phone GReenwood 9-2238. 8893-2

FOR SALE—Sanitone plant located in Kansas college town. Same location past 25 years. Modern equipment, cold storage vault, gross over $60,000 in 1958. Price $25,000, one-half cash. **ADDRESS:** Box 8896, **NATIONAL CLEANER & DYER.** -2

Complete solvent plant, two presses. Well-established business, grossing $18,000. Can be increased. $7,000 total, 50% down, balance on terms. **ADDRESS:** Box 8905, **NATIONAL CLEANER & DYER.** -2

Well-equipped Mercury solvent drycleaning plant. Ideal for couple. Cash-and-carry business. Fred Sorticone, 210 Fifth Street, West, Billings, Montana. 8904-2

For sale—Modern well-equipped solvent plant in southwestern Idaho. Doing $20,000 gross. Volume could be increased. Good lease on building. Price $15,000. **ADDRESS:** Box 8905, **NATIONAL CLEANER & DYER.** -2

For sale: Midey's Vogue Cleaners, Cuba, N. Y. Half cash, will finance balance. 8906-2

Beautiful Chicago suburb. All cash-and-carry. No routes. One year old. $14,000 net profit per year. Equipment and layout have three times present volume potential. $12,000 to handle. Priced to sell. 739 S. Princeton, Villa Park, Illinois. 8907-2

Central California: Complete synthetic drycleaning plant. Prosperity unit, all equipment in excellent condition. Top location. Top prices $1.65 and 85¢. Best shop in town. Gross nearly $20,000 cash-and-carry. Growing yearly. Price $18,000. 139 N. Center, Turlock, California. A plant to be proud of. 8908-2

Retiring and offering our modern drycleaning plant and laundry for sale. Nicest plant and clientele in Northeast. Beautiful valley, good climate year round. Low price and terms if sold this year. **ADDRESS:** Box 8909, **NATIONAL CLEANER & DYER.** -2

For sale—Laundry and drycleaning business in prosperous central Ohio college town of 12,000 population. Complete 2-bath drycleaning plant. Complete laundry operation with ample equipment. $50,000 cash will handle. This is a profitable operation today and the potential is here for an increase to $100,000 to $150,000 per year. **ADDRESS:** Box 8910, **NATIONAL CLEANER & DYER.** -2

DRYCLEANING PLANT—Completely modern, drive-in (petroleum). Excellent location in Shenandoah Valley of Virginia. Only plant in population of 5,000. Same owner since 1946. Rug and upholstery equipment, two trucks, adequate parking. Established routes. Very nice business over counter. Good lease on building with modern apartment upstairs. Gross $35,000-$40,000 in 1958. Fast sale, $18,000 with good terms. Contact Donald M. Crist, Harrisonburg, Va. 4-8647 or Timberville, Va. 3-9452. 8912-2

Cleaning plant and shirt laundry in Midwest. All cash-and-carry. No routes. 15 parking spaces at door. Top equipment, practically new. Very efficient layout, beautiful plant. Large growth potential. Shopping center for 50,000. Over $100,000 volume in 1958. $20,000 will handle. **ADDRESS:** Box 8922, **NATIONAL CLEANER & DYER.** -2

A BEAUTIFUL ESTABLISHED WISCONSIN PLANT city of 60,000. Averaging $900 a week for 12 years. 140F Hoffman equipment like new. Below cost. $12,000 down. Terms on balance. Good lease, rent $150. **ADDRESS:** Box 8923, **NATIONAL CLEANER & DYER.** -2

TOLEDO, OHIO. Fully equipped drycleaning establishment, 2 locations, 35 years of steady business. Owner must retire. For further information, write Laibe Realty, 3632 Upton Avenue, Toledo 13, Ohio. 8924-2

Southwestern Indiana. Solvent plant, excellent location, real estate, truck, inventory $17,500. Walk in, take over good business. Selling reason, illness. **ADDRESS:** Box 8925, **NATIONAL CLEANER & DYER.** -2

EASTERN WYOMING—Modern solvent plant—$20,000 gross sales. Price $12,500—$7,500 down, balance at 5%. Option to buy real estate. **ADDRESS:** Box 8926, **NATIONAL CLEANER & DYER.** -2

Make $15,000 a year. $15,000 cash needed to buy well-established solvent plant in western Massachusetts. $120,000 volume. **ADDRESS:** Box 8933, **NATIONAL CLEANER & DYER.** -2

Northern Arizona—Complete solvent plant, ideal for working man and wife, or partners. 1958 gross $26,000, 1959 continuing the same. Selling price $15,000, one-half down, or $14,000 cash. Owner-owned building. Wonderful year-round dry climate. Wish to retire. **ADDRESS:** Box 8940, **NATIONAL CLEANER & DYER.** -2

Petroleum plant in central Maine, university and air base nearby, $38,000 volume, equipped to do $60,000—property optional. Established over 40 years, owner to retire. Will also consider technically qualified executive willing to invest nominal sum. **ADDRESS:** Box 8941, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS WANTED

Wanted to buy a petroleum drycleaning plant in Michigan. Frank Mikan, 1474 New Street, Muskegon, Michigan. 8846-1

PARTNER WANTED

PARTNER WANTED. Younger man with thorough knowledge of cleaning business. Well-equipped, medium-size plant. Located in Florida. Doing approximately $75,000 yearly. $20,000 for full half interest. Complete information and pictures on request. **ADDRESS:** Box 8911, **NATIONAL CLEANER & DYER.** -9

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

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Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. **ADDRESS:** Box 8714, **NATIONAL CLEANER & DYER.** -5

DRYCLEANING WORKING PLANT MANAGER, heavy experience in production, A-1 spotter, first-class organizer, knowledge of sales managing. Age 45. Desires steady position with reliable any-size solvent or synthetic company. Anywhere in United States. **ADDRESS:** Box 8881, **NATIONAL CLEANER & DYER.** -5

Experienced silk and wool spotter. Quality work, sober and reliable. Married and desires a steady position in Los Angeles area. Understand all phases of operation including maintenance. Am able to produce, 15 years in the field. **ADDRESS:** Box 8890, **NATIONAL CLEANER & DYER.** 8890-5

DRYCLEANING GENERAL PLANT MANAGER, heavy experience in all the phases of drycleaning, production and sales, desires position with reliable, progressive company in the Midwest or Eastern states. Age 46, married, childless. **ADDRESS:** Box 8915, **NATIONAL CLEANER & DYER.** -5

Quality spotter. NID graduate. 30 years experience in all departments and equipment maintenance. **ADDRESS:** Box 8927, **NATIONAL CLEANER & DYER.** -5

Sales technician, plant manager under 40, 14 years experience in production, layout, installation, sales and service. Non-drinking family man, wishes to relocate in Florida. **ADDRESS:** Box 8928, **NATIONAL CLEANER & DYER.** -5

Position wanted, experienced in all phases, synthetic or petroleum operations. Large, medium or small plants. Presently employed in New York area. **ADDRESS:** Box 8935, **NATIONAL CLEANER & DYER.** -5

DRYCLEANING and LAUNDRY MANAGER. 25 years experience. Knowledge of all phases of industry. Training, quality, production, costs control, office management and equipment installation and maintenance. James Nalley, 1015 North "C" Street, Muskogee, Oklahoma. Phone MUrray 7-5675. 8936-5

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WANTED:—ALIVE SALESMEN . . . Leading Specialty House has several openings for full or part time salesmen. Ideal sideline for chemical or machinery salesmen . . . High Commissions . . . Protected Territory . . . Excellent fast selling products. **ADDRESS:** Box 8819, **NATIONAL CLEANER & DYER.** -14

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DISTRIBUTOR'S SALESMAN—Drycleaning and laundry equipment for western portion of Virginia—Excellent opportunity for right man—Write or contact Mr. Fred W. Hooper, Sales Manager, Drycleaning Division, **JOS. GUSS & SONS, INC.,** 2046 West Virginia Avenue, N.E., Washington, D. C. 8939-14

HELP WANTED

Manager with previous ownership experience and desire for future ownership in modern medium-size drive-in drycleaning plant. Located in suburb of Washington, D. C. Good pay plus bonus. **ADDRESS:** Box 8882, **NATIONAL CLEANER & DYER.** -7

Manufacturer's representatives wanted—(3). Now contacting laundry and drycleaning supply jobbers in states west of the Mississippi River. **LESTRO ELECTRIC** and **HAND STAPLING MACHINES** and **STAPLES.** Write giving other lines carried and territory now servicing. **LESTRO—** 15759 Strathern St., Van Nuys, California. 8916-7

Experienced spotter-cleaner. Very good opportunity. You will have the newest and finest washer-extractor unit to work with, with good working conditions. **ADDRESS:** Box 8917, **NATIONAL CLEANER & DYER.** -7

MANAGER—Working manager for drycleaning package plant in New Haven, Connecticut, area. Send resume. One Hour Martinizing, 256 Dixwell Avenue, New Haven, Conn. 8929-7

WANTED: MAN AND WIFE WITH ALL-AROUND EXPERIENCE, QUALITY PRESSING, ETC. GROWING MODERN RETAIL SYNTHETIC PLANT IN SAN FRANCISCO. TOP SALARY PLUS THIRD INTEREST. OPPORTUNITY OF LIFETIME FOR QUALIFIED COUPLE DESIRING TO GET AHEAD. REFUNDABLE $2,500 CASH BOND REQUIRED. ADDRESS: Box 8930, **NATIONAL CLEANER & DYER.** -7

Production superintendent. A mature, experienced man who has specialized in either retail laundry or drycleaning quality production or both. Apply only if you can demonstrate that your experience has for a substantial period of time been successful and entailed the full responsibility directing the activities of at least 50 people. Candidates also capable of enforcing good housekeeping and managing machinery and building maintenance will be favored. Give all details, including salary desired. Long-established, quality Connecticut plant. **ADDRESS:** Box 8931, **NATIONAL CLEANER & DYER.** -7

All-around working manager for medium-size solvent plant wanted. Salary and profit-sharing plan, with opportunity to buy shares and partnership. State qualifications and give references. **ADDRESS:** Box 8934, **NATIONAL CLEANER & DYER.** -7

Manager for high-quality retail cleaning plant. Must be capab'e of assuming full responsibility and take over in any department. Excellent starting salary. Located midtown New York City. State qualifications and experience. **ADDRESS:** Box 8937, **NATIONAL CLEANER & DYER.** -7

General manager—New England drycleaning business now doing $250,000 annually. This is a rare opportunity for a man with demonstrated management ability. Salary open plus liberal bonus. Send complete personal, education and work record to A. L. Christensen and Associates, 58 North Chicago Street, Joliet, Illinois. 8938-7

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DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

Laundry lists—4¼" x 11" $1.50 per 1,000 in 15,000 lots. White 16 lb. Bond. Park Printing, Pittsburgh 33, Pa. 8865-10

Suits double-breasted made single. $9.95. Tailoring any kind by mail. Also booklet $10. Talis, 11 Pleasant Street, Worcester, Mass. 8884-10

Suits (double-breasted) made single, $9.95. Mail orders to White Swan Cleaners & Tailors, P. O. Box 8083, Jackson, Miss. 8919-10

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24 x 36" NYLON NETS ONLY $13.50 PER DOZEN, FINEST QUALITY. SEND $1.25 FOR SAMPLE NET. L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 8648-45

PRICING GUIDEBOOK ON DRYCLEANING, GENERAL ALTERATIONS AND RELATED SERVICES. OVER FIFTEEN HUNDRED descriptions and prices with space for price changes of different localities. **YOU WILL MAKE MORE MONEY** immediately with this book. See your supplier or send one dollar per book direct to L. A. Gordon Specialties, 2107 West Osborn Road, Phoenix, Arizona. 8842-45

MANUFACTURERS SURPLUS FOR SALE—43 garment baggers on wheels manufactured for both plastic and paper bags. Only $14.50 each. Did sell nationally for $49.50. First five will receive free one swivel-top desk and invoice holder which did sell as an optional extra $16. Eight activated carbon and filter powder dispensers—only $34.50 each. Did sell nationally for $99.50 each. Order direct from VARA, 53 Clark Street, Hamburg, New York. Everything still in original cartons. Prices F.O.B. Hamburg. Quantity offers from wholesalers welcome. 8921-45

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KEEP YOUR CUSTOMERS SMILING WITH TWADDLE. Funniest, handiest little publicity gimmick in America. Over 14 years in national circulation. Everybody likes **TWADDLE.** Put it in your customer's pocket. He'll like you for it. **TWADDLE** is solidly established, a proven goodwill builder. Published monthly. Your ad overprinted. Inexpensive. Adds a sparkle to your service. Makes friends. For full information, write **GEORGE HEISTER,** Box 184, Pine Bluff Arkansas. 8918-8

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SUMMER CLEARANCE ON INDUSTRIAL AND COMMERCIAL AIR COOLERS FOR PLANT COOLING. LIMITED QUANTITIES OF ALL SIZES REDUCED BELOW WHOLESALE COST. TAKE ADVANTAGE OF THIS GOLDEN OPPORTUNITY TO COOL ALL OR PART OF YOUR PLANT AT A RIDICULOUSLY LOW COST. WRITE, WIRE OR PHONE FOR FREE CATALOG AND PRICE LIST OF AVAILABLE SIZES OR SEND PLANT LAYOUT FOR FREE ENGINEERING SERVICE. REFRIGERATION EQUIPMENT DISTRIBUTORS, 487 LINCOLN HIGHWAY, ISELIN, NEW JERSEY. LIBERTY 9-2290. 8932-8

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WIRE FORMS and **ASSEMBLIES**—Made to specifications—Write for our **LOW PRICES TO: FASFORM WIRE DIVISION,** 6145 Carnegie Ave., Cleveland 3, Ohio. 8844-49

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LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

BIG EXTRA PROFITS IN INVISIBLE REWEAVING! Do it yourself—in your own shop giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts **DISAPPEAR** from all clothing and fabrics. Famous original Fabricon professional method pays up to $10 in an hour—**ALL PROFITS!** Write for **FREE** details. Fabricon, Dept. R R, 6238 Broadway, Chicago 40, Illinois. 8398-15

LEARN TAILORING, REWEAVING in one of America's finest tailoring schools. Empire Institute of Tailoring, 422-A East Fifth Street, Hazleton, Pennsylvania. 8841-15

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Suede and Leather Specialists. "Lano-Lustre" process. Member S.L.R.A. Natural oils, color and softness restored. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 2425 McGee, Kansas City, Missouri. 8088-13

Suede and Leather garments cleaned and refinished. We also change the color of suede. Send for price list. Advance Leather Coloring, 1628 Pitkin Avenue, Brooklyn 12, N. Y. 5849-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed **"FRENCH-TEX"** process. Jackets—$5, coats—$10. **LaFRANCE DYE HOUSE,** 7606 Carnegie Ave., Cleveland 3, Ohio. "Members of the S.L.R.A." 7947-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.,** 1430 Harrison St., Davenport, Iowa. 6055-13

FROM OUT OF THE WEST, comes suede & leather work at its **BEST. RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE,** 500 West Grand, Oklahoma City 2, Okla. Member N.I.D. and S.L.R.A. 8901-13

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket $3.75. Ship to **THE SUEDE KING,** 1311 East State Street, Sharon, Pa. 5234-13

WHOLESALE DYEING FOR THE TRADE

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebl's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 8742-12

SEWING ROOM SUPPLIES

SAVE 60% ON TALONZIPPERS — 1 dozen Talon trouserzippers $1.50 (store price $4.20)—100 only $11.50. We send you free our price list with amazing bargains in Talonzippers, leatherpatches, knitted cuffs, buttons, thread, complete trimmings line. Nassau Notionhouse, Nassau, N. Y. 8596-42

REWEAVING

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for $12 complete with instructions. Replacement points $6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS.** Original French weaving, reweaving, sloting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N.Y. 5831-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART,** work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE,** 125 West 5th Street, Cincinnati 2, Ohio. 6066-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 765 Madison Avenue, New York 21, N. Y. 5966-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS,** 125 West 5th Street, Cincinnati 2, Ohio.

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

MACHINERY FOR SALE

Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

125-150 G.P.H. Gross still, complete, in perfect condition. Priced to sell. Lik-Nu Cleaners, Little Falls, Minnesota. 8902-4

We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.,** 37-37 9th Street, Long Island City 1, N. Y., STillwell 6-6666. 8913-4

For sale, 30" Gross extractor. Can be used for drycleaning or laundry. Very good condition. Real French Cleaners, Inc., Hummels Wharf, Pa.

Two 36 x 54 motor-driven Zepher washers $600 each. One 40" Keystone extractor $750. One 5,000 gallon Ingersoll Rand pump $200. One 5,000 gallon Hoffman bag filter $450. Cleaning room complete in operation. Lincoln Cleaners, Peoria 5, Illinois. 8942-4

ADVERTISERS IN THIS ISSUE...

What Magazine do jobbers consider BEST for advertising effectiveness?

Time Savers, Inc., got the answer—by polling 1,000 jobbers and asking them which magazines they consider *most influential* in drycleaning plants. Based on a 16.8% return, jobbers selected NATIONAL CLEANER & DYER . . .

- almost 1 ½ to 1 over AMERICAN DRYCLEANER
- almost 4 to 1 over CLEANING LAUNDRY WORLD
- almost 10 to 1 over CLEANING & LAUNDRY AGE

. . . jobber-preference providing a key reason for *you* to advertise in the only national ABC audited paid-circulation publication serving the drycleaning industry:

National
CLEANER & DYER
305 East 45th Street
New York 17, N. Y.
ORegon 9-4000

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Ajax Presses 57
Almore Dye House 95
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The Customers Always Write

Dream Comes True

To the Editor:

I have moved my plant to a new location. Thanks to your Guidebooks and your monthly issues, I've made my dream plant come true. I have a few more things to do before I have a grand opening. The way the work is coming in for July I don't think I need a grand opening!

"Rocky" Stone
Rocky's Cleaners
Alexandria, Va.

Insurance Information

To the Editor:

In your August issue, page 32, was an article in regard to bailee insurance. Would it be possible for us to get information on the companies that handle such insurance, as the policy we have is not satisfactory. We have been in business 11 years and have had no claims on our insurance as yet.

F. D. C.
Canada

Word From Australia

To the Editor:

I have enjoyed reading your recent issue of The National Cleaner & Dyer and look forward to receiving it each month and to learning that in the United States the cleaners have at last been able to obtain a clear perspective on so-called "Wash-n-Wear" garments.

We have not been so similarly affected in Australia but if such a circumstance as exists in your country does eventually develop here, we will certainly be equipped to handle the situation, based upon the experience which drycleaners have had in the U.S.A.

Leonard Barkley
Dry Cleaners' & Dyers' Association
of New South Wales
Sydney, Australia

Likes Solvent Series

To the Editor:

I have just read this month's [July] article, "Are you Getting the Best Results From Your Solvent?" What a fine job it is. Your series of articles which represents a great deal of research and work indeed has been excellent. Thank you for including our name among the manufacturers who had been of assistance.

Edmund J. Winterbottom
Resident Sales Manager
Hoyt Manufacturing Corp.
Westport, Mass.

The solvent series has received such an excellent response from our readers that we plan to issue a reprint in booklet form.—Editor

Technical Help Wanted

To the Editor:

Enclosed you will find U. S. $1.00 to cover the cost of air-mailing one or more copies of your magazine to me. I am interested in subscribing to it, and would like to see one issue before doing so.

Please send me the subscription form and the cost, and let me know if you have any technical booklet on drycleaning in general.

Pierre E. Vinson
Belem, Brazil

Our annual Guidebook, one of our regular 12 issues, includes technical data and management information in addition to a complete buyers' guide of manufacturers and jobbers in this country. It also lists the various books available to the industry.—Editor

Pleasant Surprise

To the Editor:

I was indeed surprised and pleased to see the photograph of my son Anthony receiving his diploma for the success he attained in winning the Spotting Quiz introduced by your publication, The National Cleaner & Dyer.

I am pleased to say that Anthony has been successful in obtaining his diploma at the Institute of Drycleaning in the General Course and am quite sure the knowledge he has gained will prove of great value to him in this country as at the present we have not got the facilities at our disposal as those at the Institute.

It would be appreciated if you could let me have a copy of the photograph as appearing in this publication as I would like to have an enlargement made to exhibit in our depot alongside that of his diploma.

A. Schewitz
Atlas Cleaners, Dyers & Launderers
East London, South Africa

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:
The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Shirt Laundering Series

To the Editor:

Please advise if you will have approximately 1,500 copies available of your articles "The Drycleaner and Shirt Laundering" and, if so, our cost.

We plan to use these as direct mailing pieces.

Don Hoffman
Atlantic-Hoffman Equipment Corp.
Orlanda, Fla.

Fur Books Wanted

To the Editor:

Can you please tell me where I can buy the following books: "The Fur Book," by David G. Kaplan; "Fur, Third Edition," by Max Bachrach; "Advanced Fur Craftsmanship," by S. Raphael; "The Assistant Fur Fitter," by Sol Vogel.

This information would be deeply appreciated.

Theodore Bratsos
Boston, Mass.

"The Fur Book" by David Kaplan can be bought through this magazine at $1 per copy. Sources of the other books sent.—Editor

Tuxedo Rentals

To the Editor:

I would like to have some information about the business of tuxedo rentals.

Not knowing where to acquire such information I was hoping that perhaps you could help me by giving me names and addresses of firms that supply tuxedos, etc.

Crystal Cleaners
Grand Rapids, Mich.

only *Adjusta-Form* "Fashioner" MODEL A-3

can handle such wide variety of garments successfully

SUIT COATS

Longer back sleeve in the extended position eliminates the split tail problem of suit and sport coats.

SHORT JACKETS

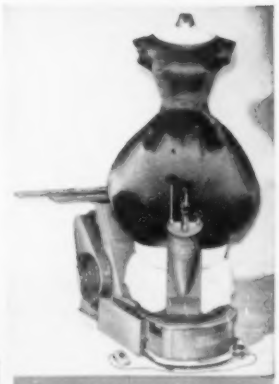
Instant mechanical controls allow easy shaping for the smallest of children's and women's jackets.

The Fashioner Model A-3 serves all the needs of wool finishing, PLUS the finishing of silks, sport shirts, short jackets, cotton wash-and-wear, heavy duck jackets...and many other items. Here is unequaled versatility that cuts finishing costs at the most expensive point in your operation.

Adjusta-Form Model P-2 is still available. Over 20,000 Adjusta-Forms are in use throughout the world.

WOOL DRESSES

The Fashioner readily adjusts to shoulder, waist and hemline sizes of most extreme styles.

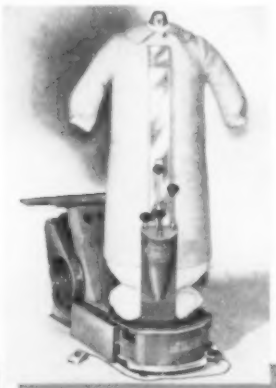


SILK DRESSES

Only the Fashioner could finish a dress of this nature. A puff of steam and air restores the shape.

LONG COATS

A faster, better job on long coats, whether ladies' light weight spring coats or bulky overcoats.

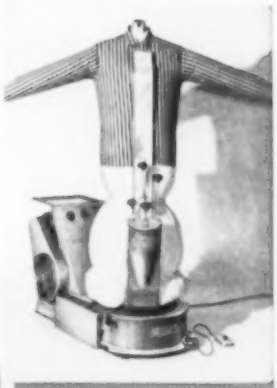


HOUSE COATS

Plain housecoats or elegant hostess robes are beautifully formed and shaped in a single operation.

WASH-AND-WEAR

The Fashioner restores and re-forms wash-and-wear fabrics to their original shape and drape.



SPORT SHIRTS

Another popular wash-and-wear garment that must have the wrinkles knocked out with steam and air.

WICHITA PRECISION TOOL CO., INC.

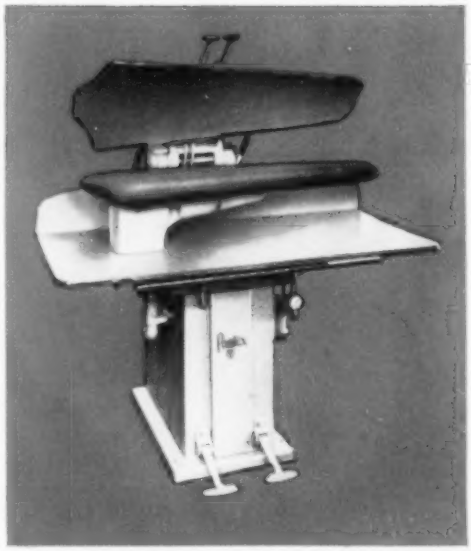
450 NORTH SENECA · WICHITA, KANSAS

proved by
thousands of trousers—

PRESS MORE -FOR LESS!

with the PANTEX ★ ★ ★ ★ GENERAL

More finishing of *higher* quality, in *less* time at *lower* cost—that's the promise *delivered* by this improved-design PANTEX "General." Only two lays per leg (no center lay) and *no double creasing!* Topping in just four (instead of six) operations! And generous buck surface for *general* all-purpose pressing—including drapes! A 4-star money-maker you should know more about *now!*



Pantex MANUFACTURING CORPORATION
Pawtucket, Rhode Island

9-320